

**HEAR THE HIP MULTI-WEEK CONTEST
OFFICIAL CONTEST RULES AND REGULATIONS**

Enter for a chance to WIN a WEEKLY THE TRAGICALLY HIP PRIZE PACK and a chance to WIN THE TRAGICALLY HIP GRAND PRIZE PACK

NO PURCHASE NECESSARY. OPEN TO RESIDENTS OF CANADA (EXCLUDING QUEBEC) ONLY, 13+.

- 1. Sponsor:** The HEAR THE HIP CONTEST (“**Contest**”) is sponsored by Universal Music Canada Inc., 80 Atlantic Avenue, Suite 101, Toronto, Ontario, Canada M6K 1X9 (“**Sponsor**”). This Contest is not sponsored, endorsed or administered by, or associated with, Instagram, Twitter or Facebook. By participating in the Contest, each entrant agrees to abide by and be legally bound by these Official Contest Rules and will be deemed to have read and understood these Official Contest Rules. Entrants further agree to abide by and be bound by all decisions of Sponsor, which shall be final and binding, without right of appeal, in all matters relating to this Contest and the awarding of the Prizes, including without limitation, eligibility and/or disqualification of entries.
- 2. Contest Period:** This Contest begins at 9:00:01 AM Eastern Time (“**ET**”) on June 2, 2023 and ends at 11:59:59 PM ET on July 6, 2023 (“**Contest Period**”) after which time the Contest will be closed and no further entries will be accepted. The Contest consists of five (5) weekly drawings (“**Weekly Drawings**”) and one (1) grand prize drawing (“**Grand Prize Drawing**”). The Sponsor may alter, amend, edit or make changes to the Weekly Drawings or Grand Prize Drawing in its sole discretion.
- 3. Eligibility:** The Contest is open to legal residents of, and physically located within Canada (excluding Quebec) (the “**Territory**”) who are thirteen (13) years of age or older as of the date of entry. Entrants who are below the age of majority must have the permission of their parent or legal guardian in order to enter the Contest and be eligible for any prize. Entrants under the age of majority are eligible to win the Prizes provided that the winning entrant’s parent or legal guardian accepts the Prize on his/her behalf and the parent(s) or legal guardian(s) may be required to sign the Release Form. The Contest is subject to all applicable federal, provincial, local and municipal laws and regulations. Excluded from eligibility are the officers, directors, employees, agents and representatives of the Sponsor, its respective parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, and any other parties engaged in the development, production, distribution or administration of the Contest and the Prize(s), or those living in the same household as any of the above.
- 4. How to Enter:** NO PURCHASE NECESSARY. Internet access and email address required. Visit www.hearthehip.com (“**Website**”) during the Contest Period and click the play button to listen to the introduction of the song, then enter the correct artist and title in the list. Skipped or incorrect attempts unlock more of the song to listen to. Answer in as few tries (i.e., fewer seconds of the song played) as possible. Playing the game will be an entry into the applicable Weekly Drawing and the Grand Prize Drawing. After playing the game, click “save your score to enter the contest” and add your email address to enter. Each entrant can enter the Weekly Drawings once per day (for a total of seven (7) entries per week for each applicable Weekly Drawing). Play each week to be entered for each Weekly Drawing.

To be eligible for a Weekly Drawing, entries for a specific Weekly Drawing must be received by 11:59:59 PM ET for a given Entry Period deadline date shown on drawing chart below. For the avoidance of doubt, entry into the Week 1 Weekly Drawing period will enter you into the Week 1 Weekly Drawing and the Grand Prize Drawing (but will not be entered into the Week 2 Weekly Drawing unless you submit another entry during the Week 2 Weekly Drawing).

Weekly Drawing	Weekly Drawing Entry Period Begins	Weekly Drawing Entry Period Ends
Week 1	9:00:00 AM ET on 2/June/23	11:59:59 PM ET on 8/June/23
Week 2	9:00:00 AM ET on 9/June/23	11:59:59 PM ET on 15/June/23

Week 3	9:00:00 AM ET on 16/June/23	11:59:59 PM ET on 22/June/23
Week 4	9:00:00 AM ET on 23/June/23	11:59:59 PM ET on 29/June/23
Week 5	9:00:00 AM ET on 30/June/23	11:59:59 PM ET on 6/July/23

All eligible entries received during the Contest Period will be included in the drawing for the Grand Prize.

Any individual entrant found to be using multiple email accounts or identities to enter this Contest will be ineligible to win. Any use of automated devices is prohibited. Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise illicit means to enter the Contest, or any other methods not authorized by these Official Contest Rules, shall be deemed as tampering and may disqualify you from entering, participating and/or winning the Prize. Entries that contain false or incomplete information are void. Entries that are late, lost, stolen, illegible, contain false information, are damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular or that do not conform with or satisfy any or all of the conditions of the Official Contest Rules are void. Entrants or their parents or legal guardians, as applicable, grant Sponsor a non-exclusive licence to use all entries for any purpose. No correspondence will be entered into except with selected entrants, as defined below. Proof of transmission (for example, screenshots or captures) does not constitute proof of entry or receipt of an entry.

5. Consent of Parent or Legal Guardian: Entrants who have not reached the age of majority in their jurisdiction of residence must confirm that they have obtained parental or legal guardian consent prior to entering the Contest.

6. Contest Prize: There will be five (5) weekly prizes (each a “**Weekly Prize**”) available to be won by (1) winner each week and one (1) grand prize (the “**Grand Prize**”, together with the Weekly Prize, the “**Prizes**”). The Weekly Prize consists of:

Week	Weekly prize	Approximate retail value (“ARV”)
Week 1 (June 2, 2023 – June 8, 2023)	1 x The Tragically Hip X Stanfields Yer Favourites T-Shirt 1 x Yer Favourites Velour Beach Towel	Eighty Canadian Dollars (\$80 CDN)
Week 2 (June 9, 2023 – June 15, 2023)	1 x The Tragically Hip X Stanfields Yer Favourites T-Shirt 1 x The Tragically Hip Cribbage Board 1 x Yer Favourites Volume 1 & 2 Bundle	Two Hundred and Fifteen Canadian Dollars (\$215 CDN)
Week 3 (June 16, 2023 – June 22, 2023)	1 x The Tragically Hip X Stanfields Yer Favourites T-Shirt 1 x The Tragically Hip Cribbage Board	One Hundred and Fifteen Canadian Dollars (\$115 CDN)
Week 4 (June 23, 2023 – June 29, 2023)	1 x The Tragically Hip X Stanfields Yer Favourites T-Shirt 1 x Yer Favourites Velour Beach Towel	Eighty Canadian Dollars (\$80 CDN)
Week 5 (June 30, 2023 – July 6, 2023)	1 x The Tragically Hip X Stanfields Yer Favourites T-Shirt 1 x The Tragically Hip Cribbage Board	One Hundred and Fifteen Canadian Dollars (\$115 CDN)

The Grand Prize consists of (i) 1 x Yer Favourites Volume 1 & 2 Bundle; (ii) 1 x The Tragically Hip Cribbage Board; (iii) 1 x The Tragically Hip X Stanfields Yer Favourites T-Shirt; (iv) 1 x Yer Favourites Velour Beach Towel; and (v) 1 x Yer Favourites Koozie Bundle. Approximate retail value of the Grand Prize is: TWO HUNDRED AND SEVENTY CANADIAN DOLLARS (\$270 CDN). The Prizes as described are subject to availability, may not be exchanged for cash, are non-transferable, non-refundable, may not be sold, and must be accepted as awarded, without substitutions. The winner, or their parent or legal guardian, as applicable, assumes any and all liability for any injury or damage caused, or claimed to be caused, by entering, participating in this Contest or the use or redemption of the Prize. At their election, and in the event the Prizes, or any

portion thereof, cannot be awarded as described in these Official Contest Rules, the Sponsor reserves the right to substitute a prize of equivalent or greater retail value. Sponsor will not be responsible if weather conditions or other factors beyond Sponsor's reasonable control prevent the Prizes or part of the Prizes from being fulfilled. Sponsor will not replace any lost or stolen Prizes. Any other costs or expenses associated with the Prizes not specified herein will be the responsibility of the selected winner.

- 7. Winner Selection, Skill-Testing Question & Confirmation:** On or about the Weekly Drawing Draw Dates in the table below, the Sponsor, located at the Universal Music Canada Inc. offices at 80 Atlantic Avenue Suite 101, Toronto, Ontario M6K 1X9 (or virtually), will make a random draw for the Weekly Prize or Grand Prize, as applicable from all eligible entries received during the Weekly Drawing or Contest Period, as applicable. The odds of winning depend on the number of eligible entries received before the end of the Weekly Drawing or Contest Period, as applicable.

Weekly Drawing	Weekly Drawing Draw Date
Week 1	June 9, 2023
Week 2	June 16, 2023
Week 3	June 23, 2023
Week 4	June 30, 2023
Week 5	July 7, 2023
Grand Prize Drawing	July 7, 2023

An email prize notification will be sent to the potential winner within twenty-four (24) hours after the random drawing is conducted. The contact information provided at the time of entry will be used to notify the winner. The winner will be required to respond to the prize notification within seventy-two (72) hours of notification deployment in order to receive any required documents, if applicable, including the Sponsor's Release Form which must be signed and returned to Sponsor or its designated agent within seventy-two (72) hours of notification deployment. In the event that a potential winner is under the age of majority in his or her jurisdiction of residence, Sponsor will require the potential winner's parent or legal guardian to ratify and sign the selected entrant's Release Form. Return of any prize or winner notification as undeliverable, inability to reach selected entrant or failure of selected entrant to respond to notification within seventy-two (72) hours, failure to provide proof of eligibility or identity, release documents including the Release Form, or other required documentation in a timely manner, failure to correctly answer the skill-testing question, or other non-compliance with these Official Contest Rules may result in disqualification, forfeiture of the Prize and, at Sponsor's sole discretion, random selection of an alternate eligible entrant for the forfeited Prize in accordance with these Official Contest Rules.

Sponsor reserves the right at its sole discretion to require proof of identity, to demonstrate Contest eligibility, and disqualify any individual who tampers or attempts to tamper with the entry process, the operation of the Contest and/or Sponsor's websites or social media accounts, violates the Official Contest Rules, is ineligible or fails to provide proof of identity, or acts with intent to annoy, abuse, threaten or harass any other person.

In the event of a dispute as to the identity of the person who submitted any entry, the authorized account holder of the e-mail address account as provided by the entrant to the Sponsor, will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an e-mail address by an access provider, service provider, or other person or organization responsible for assigning e-mail addresses for the account associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

All decisions of the Sponsor or its designee are final in all matters relating to this Contest.

- 8. Right to Void/Terminate/Suspend/Modify:** The Sponsor reserves the right to terminate, cancel, suspend or amend/modify this Contest or these Official Contest Rules, in whole or in part, at any time and without notice or obligation, for any reason whatsoever. (Without limiting the generality of the foregoing, if the Contest, or any part thereof, is not capable of running as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, programming errors, or technical failures, which, in the sole discretion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor may, in its sole discretion, void any suspect entries and: (a) terminate the Contest, or any portion thereof; (b) modify or suspend the Contest, or any portion thereof, to address the impairment and then resume the Contest, or relevant portion, in a manner that best conforms to the spirit of these Official Contest Rules; and/or (c) award the Prizes from among the eligible entries received up to the time of the impairment in accordance with the winner selection criteria discussed above.
- 9. Release and Indemnification:** BY PARTICIPATING IN THIS CONTEST, EACH ENTRANT (OR THEIR PARENT(S) OR LEGAL GUARDIAN(S), AS APPLICABLE), FULLY RELEASES, DISCHARGES AND HOLDS HARMLESS THE SPONSOR, ITS AND THEIR AGENCIES, PARENT, RELATED AND AFFILIATED COMPANIES, SUBSIDIARIES, PRIZE SUPPLIERS, ADVERTISING AND PROMOTIONAL AGENCIES, AND EACH OF THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, SHAREHOLDERS, SUCCESSORS, SPONSORS, PARTNERS, LICENSEES, SUBSIDIARIES, AGENTS, ARTISTS, ADVISORS, ASSIGNEES, AND ALL OTHERS ASSOCIATED WITH THE ADMINISTRATION, DEVELOPMENT, PRODUCTION, EXECUTION OR FULFILMENT OF THE CONTEST (“**CONTEST ENTITIES**”) FROM ANY AND ALL MANNER OF ACTION, CAUSE OF ACTION, CLAIM OR DEMAND, LOSS OR INJURY, OR ANY SUIT, DEBT, COVENANT, CONTRACT INCLUDING LEGAL FEES AND EXPENSES, WHATSOEVER, INCLUDING BUT NOT LIMITED TO LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM (I) ENTRY OR PARTICIPATION IN THIS CONTEST OR ANY PRIZES, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE; (II) ACCESS TO AND USE OF THE CONTEST WEBSITE OR ANY TECHNICAL MALFUNCTION OR OTHER PROBLEMS OF ANY NATURE WHATSOEVER, INCLUDING WITHOUT LIMITATION, THOSE RELATING TO NETWORKS OR LINES, COMPUTER SYSTEMS, SERVERS, ACCESS PROVIDERS, COMPUTER EQUIPMENT OR SOFTWARE, (III) THE FAILURE OF ANY ENTRY TO BE RECEIVED; (IV) ANY INJURY OR DAMAGE TO ANY COMPUTER OR OTHER DEVEICE RELATED TO OR RESULTING FROM PARTICPATION IN THE CONTEST; AND (V) ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY. Without limiting the foregoing, the Contest Entities shall not be responsible for: (a) any incomplete or inaccurate information that is caused by Instagram, Twitter, Facebook or Contest website users, or by any of the equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the processing of submissions in the Contest; (b) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third-party computer hackers or otherwise; (c) lost, interrupted, or unavailable network, server, service provider, on-line systems, telephone networks or telephone lines, or any other connections; (d) the theft, destruction, loss or unauthorized access to, or alteration of, entries; (e) any problems with, or malfunctions or failures of, telephone networks or lines, computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (f) garbled transmissions or miscommunications; (g) failure of any e-mail to be received by or from the Contest Entities or Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (h) damage to a user's computer equipment (software or hardware) occasioned by participation or downloading of materials related to this Contest or in connection with the Contest website; (i) printing, distribution, programming or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; (j) technical, pictorial, typographical or editorial errors or omissions contained herein; (k) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's (or their parent(s) or legal guardian(s), as applicable) participation in the Contest or receipt or use or misuse of any Prize, and the use of entries by Sponsor; or (l) late, lost, misdirected or unsuccessful efforts to notify a potential winner. No responsibility will be taken by the Sponsor for lost, delayed, mutilated or misdirected entries or email acknowledgements.
- 10. Use of Personal Information:** By entering this Contest voluntarily providing your personal information, entrants (or their parents/legal guardians, as applicable) consent and agree to the Sponsor's and its authorized agents': collection, use and disclosure of the entrant's personal information for the administration of this Contest and agree to Sponsor's use of entrant information for the purpose of contacting entrant in relation to this Contest. Information may include (but is not limited to) name, email, telephone number, town or city, province or territory of residence, postal code or mailing address.

You may be offered the opportunity to receive additional communications from Sponsor or its partners about its products, and upcoming contests and promotions. All information you provide to the Sponsor will be used only for the purposes for which you have consented, and as described in its Privacy Policy, available at <https://privacy.umusic.com/ca/>. Sponsor agrees that it shall collect, assemble, obtain, hold and use electronic addresses and related information for the purposes identified in these Official Contest Rules in compliance with Canada's Anti-Spam Legislation, including all regulations enacted thereunder from time to time ("CASL") and in accordance with Sponsor's Privacy Policy. Sponsor will not share, publish or sell any electronic addresses and/or e-mail lists containing electronic addresses provided by or collected or obtained by Sponsor for the purpose of this Contest. The Contest website may be hosted on servers in the United States, and the personal information you provide may therefore also be subject to the laws of the United States.

- 11. Publicity and Entrant Information:** With the exception of any personal information of entrant (and/or their parent or legal guardian, as applicable) which is subject to applicable privacy laws and the terms of Sponsor's Privacy Policy, by entering the Contest, entrant (or their parents/guardians, as applicable) agrees to Sponsor's use of their name, social media handle (if applicable), comments and image, city/province of residence, biographical information, statements, voice, image and likeness in any advertising and publicity Sponsor and its respective successors, assigns and licensees may conduct relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, without further compensation or notice, and hereby releases the Sponsor from any liability with respect thereto.
- 12. Governing Law:** The Contest is void where prohibited by law and is subject to all applicable Canadian federal, provincial, territorial, municipal and local laws. This Contest shall be governed exclusively by the laws of the province of Ontario, and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules. Any dispute shall be adjudicated by the courts sitting in Toronto, Ontario.
- 13. General:** All entries become the property of Sponsor and will not be returned and no correspondence will be made with or entered into except with selected entrant(s) and/or its parent or guardians if under the age of majority. By participating in the Contest, each entrant agrees that Sponsor has not made, with respect to its products/services provided as a prize or part thereof (if applicable), any warranty, representation or guarantee express or implied, in fact or in law, with respect to the Prizes and specifically disclaim all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose. Winning the Prize is contingent on fulfilling all the requirements set forth herein. Mass entries, automated entries, entries submitted by third parties, and any entries or prize claims that are late, incomplete, fraudulent, illegible, unidentified or delayed will be void. All entries and prize claims are subject to verification. Proof of entry submission does not constitute proof of receipt. Entrants (and/or their parents or legal guardians, as applicable) agree to abide by these Official Contest Rules. All intellectual property, including but not limited to trademarks, logos, designs, promotional materials, web pages, source codes, images, drawings, illustrations, slogans and representations are owned by the Sponsor. All rights reserved. Unauthorized copying or use of any of the Sponsor's intellectual property without the express written consent of the Sponsor is strictly prohibited. Decisions of Sponsor and/or any independent Contest judging organization will be final and binding on all matters pertaining to this Contest. Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited. Sponsor's failure to enforce any term of these Official Contest Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Contest Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Contest Rules is determined to be invalid or otherwise unenforceable, then the Official Contest Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a winner make any false statement(s) in any document or communication referenced above, the winner may be required to promptly return to Sponsor his/her Prize, or the cash value thereof. **WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR SOCIAL MEDIA ACCOUNT ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.**