

**ROCKIN' THE SHORES BEER & MUSIC FESTIVAL BATTLE OF THE BANDS CONTEST
OFFICIAL RULES**

ROCKIN'THE SHORES BEER & MUSIC FESTIVAL BATTLE OF THE BANDS CONTEST ("CONTEST") IS INTENDED FOR CONTESTANTS IN THE STATE OF MICHIGAN.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

ROCKIN' THE SHORES BEER & MUSIC FESTIVAL WINNER MUST BE ABLE TO ATTEND THE BATTLE OF THE BANDS EVENT AT WOLVERINE HARLEY DAVISION (44660 N Gratiot Ave., Clinton Township, MI 48036) ON AUGUST 12, 2017.

1. ELIGIBILITY: To be eligible, all members of the band must be a legal resident of the 50 United States, reside in Michigan, 18 years of age or older at the time of entry, and have a valid U.S. driver's license. Employees, officers and directors of Wolverine Harley and Roy O'Brien Ford ("Sponsors"), Songs Inc., Rockin the Shores LLC, their subsidiaries and affiliated companies, advertising, promotion, or production agencies and immediate family members [spouse, parent, child, sibling and their respective spouses] and individuals residing in their same household) are not eligible to participate or win. **This Contest is subject to all applicable federal, state, and local laws and regulations.** In order to enter the Contest or receive a prize, you must fully comply with the Official Rules.

2. CONTEST TIMING: The Contest entry period begins July 10, 2017 at 9:00:01 a.m. Eastern Time ("ET") and ends at 11:59:59 p.m. ET on August 2, 2017 (the "Contest Entry Period"). Songs computer is the official time keeping device for the Contest.

3. TO ENTER: During the Contest Entry Period, bands and / or solo artists can enter the Contest by emailing an mp3 of two (2) original songs, a photo, bio and link to Facebook page to Songs@SongsbySongs.

Limit one (1) Entry per band / solo artists during the Entry Period.

4. ENTRY GUIDELINES: By entering, you acknowledge that your Entry may be posted on the Contest Web site, Rockin the Shoers Web site and/or Sponsor's Web site and / or Social Media. Sponsor has no obligation to use or post the Entry you submit. By entering you hereby grant Sponsor a license to and Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Entries in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the world in any manner whatsoever and for any purpose. Entries that are not in accordance with the guidelines as stated herein or are not received during the Contest Entry Period will be ineligible.

By submitting an Entry, you warrant and represent that it (a) is your original work; (b) has not been previously published thereby restricting use of material for contest purposes; (c) has not received previous awards thereby restricting use of material for contest purposes; (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) that you have obtained permission from any third party who appears in the Entry or whose name, likeness, voice or other proprietary right is used in the Entry, including the Nominee; and (f) that publication of the Entry via various media including Web posting, will not infringe on the rights of any third party. Any such Participant will indemnify and hold harmless Sponsor and Contest Parties from any claims to the contrary. Any Participant whose Entry includes the likeness of third parties or contains elements not owned by the Participant (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use including use by Sponsor of such Entry, in a form satisfactory to Sponsor, upon request, prior to award of prize. Any Entry that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication is ineligible. Incomplete, illegible, false, deceptive or garbled Entries are not eligible. All Entries become the sole property of the Sponsor and will not be acknowledged or returned.

By submitting an Entry, you agree that your submission is gratuitous and made without restriction, and will not place Sponsor under any obligation, that Sponsor is free to disclose or otherwise disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your submission, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

Sponsor reserves the right, in its reasonable discretion, during or upon completion of the Contest Entry Period, to request that any Participant resubmit his or her entry which fails to comply with the Contest entry requirements prior to any judging period. Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to Participants. Sponsor reserves the right to waive the Contest entry requirements set forth herein in its reasonable discretion.

5. CONTEST JUDGING: On or around August 1, four (4) bands will be notified by email that they have been selected to compete in the Battle of the Bands event. The selected bands must confirm their appearance within 24 hours of the email. If the band fails to confirm their appearance, Songs, Inc. has the right to select another contestant.

On August 12, 2017, the four bands will compete at the event. Entries will be judged by a panel of judges whose decisions are final and binding in all matters relating to this Contest, based on the following equally weighted criteria ("Judging Criteria"): (a) Quality of songs including lyrics and musicianship; (b) Stage presentation; and (c) crowd reaction. The Entry with the highest cumulative score for all Judging Criteria will be deemed the winning. (the "Winning Entry"). In the event of a tie, each band will be asked to perform another song.

6. PRIZE DETAILS: The Winning Entry ("Winning Nominee") will receive a 10 hour recording session produced and engineered by Vin Dombroski and Tim Pataln of Sponge at the Loft Recording Studio in Saline, MI and the opportunity to play in Rockin'the Shores Beer & Music Festival on Friday, Sept 22, 2017.

Approximate retail value ("ARV"): \$2,000.00. Prize must be redeemed by Dec 31, 2017. Certain restrictions and blackout dates may apply.

Prize is non-transferable, may not be substituted, except in Sponsor's sole discretion, and cannot be redeemed for cash. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Applicable federal, state, local and other taxes and fees associated with the prizes and any expenses related to the acceptance and use of prizes and not specified in these Official Rules are the sole responsibility of the Winning Nominee. Winning Nominee will be issued an IRS 1099 form for prizes valued over \$600. Unclaimed prizes will not be awarded.

7. PUBLICITY RELEASE; USE OF PERSONAL INFORMATION: Except where prohibited or restricted by law, Participant and Winning Nominee's (or his or her parent/legal guardian, if either is a minor) acceptance of prize constitutes Participant and Winning Nominee's (or his or her parent/legal guardian, if either is a minor) consent for Sponsor to use and/or publish Participant and Winning Nominee's full name, city and state of residence, photographs or other likenesses, pictures, portraits, voice, testimonials, biographical information (in whole or in part), statements made by Winning Nominee regarding the Contest or Sponsor, **and the Entry (which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor)** worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable or World Wide Web, without further limitation, restriction, compensation, notice, review or approval. By entering, Participants agree to Sponsor's use of Participant's personal information as described in its privacy policy at www.honda.com/site/site_privacy.aspx and If you are chosen as a Winning Nominee, your information may be included in a publicly available Winning Nominee list.

9. NO TAMPERING; RIGHT TO CANCEL, MODIFY: Sponsors, Songs Inc, Rockin'the Shores LLC., and each of their parents, subsidiaries and affiliated companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents ("Contest Parties") shall not have any obligation or responsibility, including any responsibility to award any prize to a nominator or nominee (if any), with regard to: (a) Entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) Entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) Nominators or Nominees who have committed fraud or deception in entering or participating in the Contest or claiming a prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the Winning Nominee to accept the prize for any reason; (f) if a prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance,

possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Contest or any prize-related activities, including any travel related thereto.

Sponsor reserves the right, at its sole discretion, to disqualify any individual/account it finds to be tampering with the entry process or operation of Contest or to be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person or to achieve more entries than entitled or to otherwise disrupt the Contest in any manner. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Contest, Sponsor reserves the right to void the Entries at issue, and/or terminate the relevant portion of the Contest, including the entire Contest, and/or modify the Contest to award the prize using all eligible Entries received as of the termination date. If the Contest is terminated or modified due to technical difficulties or unforeseen events prior to the expiration date of the Contest Entry Period, notice will be posted at the Web site.

10. RELEASE OF LIABILITY; DISCLAIMER OF WARRANTY; FORUM SELECTION CLAUSE: By participating in the Contest, the nominators (and nominator's parent/legal guardian, if nominator is an eligible minor), and nominees (and nominee's parent/legal guardian, if nominee is an eligible minor), agree to release and hold harmless Contest Parties from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation for any claims or causes of action based on publicity rights, defamation or invasion of privacy and merchandise delivery, including any travel related thereto. Sponsors, Songs Inc. Rocking the Shores LLC., its parent, affiliates, subsidiaries, partners, representatives, agents, successors, assigns, employees, officers and directors assume no responsibility for any injury or damage to Participant's or to any other person's computer, regardless of how caused, relating to or resulting from entering or downloading materials or software in connection with this Contest.

As a condition of participating, participants agree Contest Parties are released, will have no liability whatsoever for, and shall be held harmless by participants against any liability for any injuries, losses or damages of any kind to person(s), including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Contest or any Contest-related activities, including any travel related thereto; (b) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Participant or Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan. In addition, any dispute relating to the Contest (including these Official Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in Detroit, Michigan. Participants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction they may have.