

GRAMMY MUSEUM FENDER GUITAR GIVEAWAY

OFFICIAL RULES

NO PURCHASE OR PAYMENT REQUIRED TO ENTER OR WIN.

SWEEPSTAKES VOID WHERE PROHIBITED BY LAW.

INTRODUCTION. GRAMMY Museum Fender Guitar Giveaway (the "Sweepstakes"). Details of the Prize and how to enter the Sweepstakes are contained in these Official Rules.

ELIGIBILITY. The Sweepstakes is open to residents of the State of California who are 18 years of age or older at time of entry. Void where prohibited by law. Neither employees of Releasees (as defined below), nor any member of these employees' families (defined as parents, children, siblings, spouse and life partners) are eligible to enter the Sweepstakes.

TIMING. The Sweepstakes begins at 12:01 am Pacific Time on June 22, 2009 and ends at 11:59 pm Pacific Time on September 15, 2009 (the "Promotion Period").

TO ENTER. There are three (3) ways to enter: online, on-site or by mail. No other methods of entry will be accepted. Limit one entry per person regardless of method of entry.

Online Method: You can enter the Sweepstakes online during the Promotion Period (as defined above), by visiting www.grammymuseum.org and completing all required information including name, date of birth, ZIP/postal code, and telephone number of entrant. Limit one (1) entry per person and per valid e-mail address. More than one (1) entry from any person or from any e-mail address will void all entries from that person or e-mail address, as applicable. Any attempt by a person to enter more than once with multiple email accounts or mailings may result in disqualification at the discretion of the Sponsor upon verification of Prize Winner.

On-Site Method: Entrant may enter the Sweepstakes at The GRAMMY Museum at LA Live by participating in a verbal PDA survey and providing all required information including name, date of birth, ZIP/postal code, and telephone number of entrant. Multiple submissions, incomplete or illegible surveys will be disqualified.

Mail-in Method: You may also enter the Sweepstakes by printing your name, address, city, state and zip code, day & evening telephone number and e-mail address (optional) on a standard size postcard and mail to: Grammy Museum Fender Guitar Giveaway, Attention: Tracy Strann, 714 W. Olympic Blvd. #200 Los Angeles, CA 90015. Mail-in entries must be postmarked by: September 15, 2009 and received no later than September 22, 2009. Limit of one (1) entry per household. Mail-in entries become the property of the Sponsor and will not be returned.

Sponsor, The Grammy Museum Foundation, Inc., National Academy of Recording Arts and Sciences and Anschutz Entertainment Group, Inc. and each of their respective owners, members, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives, advertising and promotion agencies, and any and all other companies associated with the Sweepstakes (each a "Releasee" and collectively, the "Releasees") are not responsible for lost, late, incomplete, garbled, illegible, or misdirected Sweepstakes entries, or for any error, human, technical or otherwise, which may occur in the processing of Sweepstakes entries. Proof of sending will not be deemed to be proof of receipt. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. Any use of robotic, automatic, programmed or similar entry methods will void all such entries by such methods.

USE OF DATA. Sponsor will be collecting personal data about participants (including, without limitation, name, phone number, mailing address, gender, age, and e-mail addresses) when they enter the Sweepstakes online or otherwise. Sponsor is entitled to use such personal data contained in all entry forms, on-line or otherwise, in accordance with Sponsor's privacy policy. By participating in the Sweepstakes, entrants hereby agree to all personal information uses and disclaimers as explained in Sponsor's Privacy Policy at <http://www.grammymuseum.org>.

AGREEMENT TO OFFICIAL RULES. Participation in the Sweepstakes constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and Sponsor's Privacy Policy at <http://www.grammymuseum.org> and to be contacted by telephone and/or email.

SELECTION OF POTENTIAL WINNER. One (1) Winner will be selected in a random drawing to be conducted by Sponsor from all of the eligible entries received. Winner will be notified via telephone or email on or about September 30, 2009. Sponsor's decisions as to all matters related to administration of the Sweepstakes and selection of Winner is final. Potential Winner must comply with all terms and conditions set forth in these Official Rules, and winning and award of Prize is contingent upon fulfilling all requirements. If a potential winner cannot be contacted within SEVENTY-TWO (72) hours after the first attempt to contact such potential winner, this will result in disqualification and selection of an alternate winner.)

PRIZE. One (1) Winner will receive one (1) Fender® Stratocaster® guitar (Approximate retail value of the prize is: US \$1,200.00).

No costs or other expenses of a personal nature are included in the Prize, unless otherwise indicated in these Official Rules. Odds of winning depend on the number of eligible entries received during the entire Promotion Period. Additional restrictions may apply.

Except where otherwise expressly noted in these Official Rules, the selection of all vendors, prizes, products and services is subject to the Sponsors' sole and absolute discretion. Prize (and/or any portion thereof) is nontransferable and non-exchangeable. No substitutions or cash redemption of Prize is permitted except that Sponsor retains the right to substitute a prize of equal or greater retail value (or at Sponsor's election, the cash value of the applicable prize).

All federal, state and local taxes related to the Prize are the sole responsibility of Winner. All other expenses and costs, not expressly listed above, including but not limited to any taxes, and any other expense or cost, not expressly included above, is Winner's sole responsibility. No refunds or credit for changes are allowed. No transfer of Prize is permitted. Potential Winner must execute and return an Affidavit of Eligibility/Release of Liability, Publicity and W9 within FIVE (5) days of notification. Noncompliance within this time period may result in disqualification, and an alternate winner may be selected. Return of any prize notification as undeliverable may result in disqualification and selection of an alternate winner.

GENERAL CONDITIONS. The Sweepstakes is governed by the laws of the United States and the State of California, excluding conflicts at laws principles. All federal, state and local laws and regulations apply. Sweepstakes is void where prohibited.

Participants in the Sweepstakes hereby consents to the exclusive jurisdiction and venue of California courts (state and federal) in Los Angeles County for any causes or controversies arising out of the Sweepstakes. Each participant waives any and all objectives to jurisdiction and venue in these courts.

Except where prohibited by law, Winner grants to Sponsor and its advertising agencies the right to use and publish such Winner's photo, proper name, likeness, voice, opinions, biographical information and state in any media to promote Sponsor and the Sweepstakes without additional compensation. By entering, each participant releases, indemnifies and holds harmless the Releasees from any and all liability for any injuries, loss or damage of any kind, including death, arising from or in connection with the Sweepstakes participant's submission or receipt or use and/or misuse of any prize.

Online entries are deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry or is a resident of California. Prize will only be awarded to the authorized account holders.

If, in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if technical difficulties compromise the integrity of the Sweepstakes, the Sponsor reserves the right in its sole discretion to void any entries at issue (including disqualifying any individual who tampers or otherwise interferes with the entry process), and to cancel, terminate, modify or suspend the Sweepstakes, in whole or in part, at any time without notice. In the event of such cancellation, Sponsor reserves the right to award prize in a random drawing from all eligible entries received before the time of cancellation.

Sponsor in no way promotes illegal acts, and any and all entries, which include or promote illegal acts will be disqualified. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction of unauthorized access to, or alternation of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, including <http://www.grammymuseum.org>, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

SPONSOR

AEG Museum, LLC, as agent on behalf of The Grammy Museum Foundation, Inc.
714 West Olympic Boulevard, Suite 200
Los Angeles, CA 90015

WINNER LIST. Sweepstakes results and copy of these Official Rules may be obtained by sending a self-addressed, stamped envelope to: "**Grammy Museum Fender Guitar Giveaway**" c/o AEG Museum, LLC, 714 West Olympic Boulevard, Suite 200, Los Angeles, CA 90015. Results will be available after September 30, 2009. Requests for results must be received by October 31, 2009.