

OFFICIAL RULES OF THE TLA BOOZE AND TATTOOS CONTEST.

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

SPONSOR and ADMINISTRATOR: The Sponsor of the Contest is Theatre of Living Arts ("Sponsor"). The administrator of the Contest is Live Nation Marketing, Inc. ("Administrator"). The Judges are employees of Live Nation Worldwide, Inc. ("Judges"). Sponsor, Administrator and Judges are collectively referred to herein as "Contest Entities."

Administrator will conduct the Contest substantially as described in these Official Rules. By participating in the Contest each entrant agrees as follows:

Eligibility: The TLA Booze & Tattoos Contest ("Contest") is open only to natural persons who are legal residents of the 50 United States of America who currently reside within 300 mile radius of the venue or will be in the Philadelphia area on November 17, 2014, who are at least twenty-one (21) years of age, who have a permanent tattoo located on entrant's arm, leg, chest or back, and have a Facebook account at the time of entry. Contest may only be entered from and in eligible jurisdictions. Contest Entities, prize providers, and their parent, subsidiary and affiliate companies, employees, agents and suppliers, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to participate. In the event of a dispute as to the identity of an entrant, the authorized account holder of the account will be deemed to be the entrant. Administrator may request any potential winner to provide proof that such person is the winner. All potential winners are subject to verification before any prize will be awarded. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Administrator's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

ENTRY PERIODS: The Registration Period begins at 7:00 PM Eastern Time ("ET") on October 17, 2014 and ends at 11:00 PM ET on November 2, 2014. Administrator's clock is the official time-keeping device of the Contest.

The Finalist Judging Round ("Round 1") begins at 12:00 AM ET on November 3, 2014 and ends at 12:00 AM ET on November 11, 2014.

The Winner Judging Round ("Round 2") for each category and overall Grand Prize winner will take place on November 17, 2014 in person at Theatre of Living Arts located at 334 South Street, Philadelphia, PA 19147 ("TLA") during the approximate times as described below:

Check-In for Finalists from all four (4) categories to take place between 7:00 PM ET and 7:15 PM ET. Finalists must check-in during this time to be eligible for Round 2, and will be required to be present and report to Judging area, during times set forth below, or as instructed by Contest Entities during Check-in.

Judging for Best Arm Piece ("Arm") category and Best Leg Piece ("Leg") category to take place between approximately 9:15 PM ET and 10:00 PM ET and ends once each Finalist has had a chance to walk the stage and judges have had a chance to view and judge each Finalist for respective category.

Judging for Best Chest Piece ("Chest") category and Best Back Piece ("Back") category to take place between approximately 10:45 PM ET – 11:30 PM ET and ends once each Finalist has had a chance to walk the stage and judges have had a chance to view and judge each Finalist for respective category.

The Registration Period, Round 1, and Round 2 are collectively referred to herein as "Contest Period."

How to enter: During the Registration Period, eligible persons who wish to enter should determine which category (defined below) to enter, take a picture of Tattoo ("Photo"), and convert to a digital file for upload during entry. The four categories are based on the location of Tattoo on participant's body, and are as follows: Arm, Leg Chest, and Back category.

Next, via Facebook, go to the Contest registration page located at www.facebook.com/TLAPhilly, "like" the TLA page, click on the Booze & Tattoos Contest tab, and follow the steps to enter which include the upload of Photo, and complete the Contest registration form to include basic contact information and the selection of applicable category for your entry. Photo and Tattoo collectively referred to herein as "Entry."

To enter, an entrant must be a registered user of Facebook. If an entrant is not a registered user of this site, the entrant must visit www.facebook.com to register for free. Registration for and use of the Facebook platform is subject to their terms and conditions and Contest Entities have no responsibility with respect to such registration or use. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Contest Entities, and not to Facebook.

Entrant must be able to attend Round 2 in person at TLA, if selected as a Finalist, and be available between 7:00 PM ET on November 17, 2014 to approximately 12:15 AM on November 18, 2014, wear clothing that enables Judges and audience members to view entire Tattoo without exposing Entrant's private parts, and be willing and able to go onstage for Round 2 Judging. Entries will be judged on the Tattoo and not the person with the Tattoo (also referred to herein as the "entrant").

Entrant is prohibited from offering prizes or other inducements to members of the public, vote farming, or any other activity that artificially inflates votes as determined by Administrator in its sole discretion.

For all entries: Each entrant is eligible to submit up to one (1) Contest entry in each category during the Registration Period, regardless of method or combination of methods of entry or number of entries submitted. Multiple entrants are not permitted to share the same email address or other relevant account. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated technology or system to participate is prohibited and will result in disqualification. Any automated receipt (such as one confirming delivery of text message or e-mail) does not constitute proof of actual receipt by Administrator of an entry. Contest Entities are not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. All entries become the property of Administrator and none will be acknowledged or returned.

During the Contest Period, qualifying Entries will be posted onto the www.facebook.com/TLAPhilly page via the Internet for viewing and voting by the general public, in Contest Entities' sole discretion. Contest Entities shall have the right to immediately remove any and all Entries that violate these rules, in the sole direction of the Contest Entities. Further, Contest Entities may post Entries on their website(s), blogs, associated Facebook pages, Twitter, Pinterest, Instagram, or Youtube page(s) via the Internet for viewing by the general public, in Contest Entities' sole discretion. As conditions of entry into this Contest, and submitting an Entry, each entrant:

1. Acknowledges and agrees that the Contest Entities may exploit, edit, modify, display and distribute any images taken of entrant and all elements of the Entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or not currently known, throughout the world in perpetuity without compensation, permission or notification to entrant or any third party;
2. Warrants and represents that Entry was created by the entrant or has been legally obtained and created, does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party, or violate applicable laws or regulations;
3. Warrants and represents that entrant's Entry does not contain any unlicensed images; and
4. Agrees to conduct him/herself with due regard to public conventions and morals, and shall not do or commit any act that would tend to prejudice the Contest Entities during the Contest Period. In the event an entrant cannot provide all required releases, Contest Entities reserve the right, in their sole discretion, to disqualify the applicable Entry, or seek to secure the releases and clearances for Contest Entities' benefit, or allow the applicable Entry to remain.

In the event an entrant cannot provide all required releases, Contest Entities reserve the right, in their sole discretion, to disqualify the applicable Submission, or seek to secure the releases and clearances for Contest Entities' benefit, or allow the applicable Submission to remain.

Entrants agree that Entry shall not contain, include or involve any of the following:

- Obscenity
- Crude, vulgar or offensive pictures, depictions, images, language and/or symbols
- Gang signs or symbols
- Violence
- Explicit sexual activity
- Nudity
- Illegal drug or alcohol use
- License plates, phone numbers, personal addresses (physical or email or otherwise)

- Website or web page links
- Derogatory characterizations of any ethnic, racial, sexual or religious groups, humiliation of other people (publicly or otherwise), any assault or threatening of others
- Trespass or the violation of other people's rights or property
- Illegal (e.g., discriminatory, harassing) or inappropriate activity, behavior or conduct (e.g., inflicting emotional distress)
- Conduct or activities in violation of these Official Rules
- Any other content, display, materials and/or images that is or could be considered inappropriate, unsuitable or offensive, as determined by Contest Entities, in their sole discretion

Administrator is not obligated to use, publish, display or broadcast any images of entrant or Entry; provided however that each entrant acknowledges that Administrator will rely on such entrant's agreement and compliance with these Official Rules when entrant submits or attempts to submit the entry.

PRIZES:

One (1) Overall Grand Prize: One (1) Grand Prize will be awarded to the Finalist with the highest overall score across all four (4) categories, consisting of two (2) general admission tickets to winner's choice of one (1) concert at TLA in Philadelphia, PA scheduled to take place prior to March 1, 2015; two (2) general admission tickets to winner's choice of one (1) concert at Tower Theater scheduled to take place prior to March 1, 2015; one (1) \$75.00 gift card to Crash Bang Boom; one (1) \$100.00 gift card to Tattooed Mom; and one (1) \$100.00 gift card to either Philadelphia Eddie's Tattoo or Kadillac Tattoo, determined at sole discretion of Contest Entities. Tickets to a particular concert are not guaranteed. Tickets are subject to program availability, venue capacity and age restrictions. Winner and guest(s) must abide by all venue policies. Parking, travel and accommodations not included and are the sole responsibility of winner and guest(s). Live Nation reserves the right to revoke full or partial prize from any winner or winner's guest who it and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Live Nation into disrepute. Winner must select concert at least seven (7) days in advance of concert. Prizing not redeemed according to terms will be forfeited and no alternate prize will be awarded. Resale of tickets is prohibited. All certificates are subject to respective vendor's terms and conditions. See respective vendor for terms. Approximate Retail Value of the Prize Approximate Retail Value of the Prize is: Four Hundred Fifty Dollars and Zero Cents (\$450.00), depending on concerts selected.

Four (4) First Place Category Prizes: One (1) Prize will be awarded to the one (1) winner in each of the four (4) categories, each prize consisting of one (1) TLA t-shirt; one (1) Booze & Tattoos Event t-shirt; two (2) general admission tickets to Slayer at Tower Theater in Upper Darby, PA scheduled to take place on November 30, 2014; one (1) \$20.00 gift card to Primo's; one (1) \$20.00 gift card to The Redwood; and one (1) \$50.00 gift card to either Philadelphia Eddie's Tattoo or Kadillac Tattoo, determined at sole discretion of Contest Entities. Live Nation reserves the right to revoke full or partial prize from any winner or winner's guest who it and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Live Nation into disrepute. Winner must select concert at least seven (7) days in advance of concert. Prizing not redeemed according to terms will be forfeited and no alternate prize will be awarded. Resale of tickets is prohibited. All certificates are subject to respective vendor's terms and conditions. See respective vendor for terms. Approximate Retail Value of each First Place Prize is: One Hundred Eighty Dollars and Zero Cents (\$180.00), depending on concert selected.

Sixteen Finalist Prizes: One (1) Prize will be awarded to each the sixteen (16) Finalists, each consisting of two (2) general admission tickets to the Booze & Tattoos event at TLA scheduled to take place on November 17, 2014. Travel, parking, and accommodations are not included and are the sole responsibility of Finalist and Finalist's guest. Finalists and guests must abide by all venue policies. Approximate Retail Value of the Prize is: Twenty Dollars and Zero Cents (\$20.00).

There will be only one first place prize per category winner and one Grand Prize for Finalist with highest overall score. Lost or stolen prizes will not be replaced. Prize does not include any other item or expense not specifically described in these Official Rules, and all additional expenses including, without limitation, travel expenses, if any, are the sole responsibility of winner. Prizes may not be transferred, assigned, redeemed for cash or exchanged for any other prize. Only listed prizes will be awarded and no substitutions or cash equivalents or redemption will be made, except that Administrator reserves the right to award a prize of equal or greater financial value if any advertised prize (or any component thereof) becomes unavailable. Prize cannot be used in conjunction with any other promotion or offer. Winners agree to accept the prize "as is", and entrants hereby acknowledge that Contest Entities have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the prize, including express warranties (if any) provided exclusively by a prize supplier that are sent along with the prize. Contest Entities are not responsible for changes in schedule of any element of the prize or for any expenses incurred as a consequence of flight cancellation or delay. Contest Entities are not responsible and will have no liability if the winner and/or his/her guest is for any reason not permitted to travel by the relevant airport authorities or misses a flight or other travel element. An unclaimed and/or unused prize element will remain the property of Administrator.

Any valuation of the prizes stated above is based on available information provided to Administrator and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes. Each winner must provide Administrator with a valid taxpayer identification number or social security number before any prize will be awarded.

SELECTION OF WINNERS: Contest Entities reserve the right to disqualify any Finalist who they and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Contest Entities into disrepute.

Round 1: Each eligible entry will be online under the Booze & Tattoos Contest tab located at www.facebook.com/TLAPhilly for Peer Voting during the Round 1 Period. Peer voting will make up 25% of the score in Round 1. Peer must be at least twenty-one (21) years of age to vote. Peer may vote no more than one (1) time per Entry each day. There will be four separate Categories: one for Arm, one for Leg, one for Chest, and one for Back. Peers should vote for the Tattoo(s) that best exhibit creativity, shading and detail.

Four (4) Finalists will be selected for each of the four (4) categories as described above, on or about November 11, 2014. Judges will use a 10 point scale for each criteria for a total of 40 possible points per Entrant, with 10 being the highest score and 1 being the lowest score, and criteria to be based on creativity (25%), shading (25%), detail (25%), and peer voting (25%). The Finalists in each category shall be the four (4) Entries that receive the highest overall score as determined by the judges. Each potential Finalist will be notified by mail, email or phone, method of contact at sole discretion of Contest Entities. An entrant is not a Finalist, even if the Contest should so indicate, unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete. Each potential Finalist will be required to sign and return an Affidavit of Eligibility, Liability and Publicity Release ("Affidavit") (except where prohibited), which must be received by Administrator within forty-eight (48) hours of the date notice or attempted notice is sent, in order to claim a prize (if applicable). All potential Finalists are subject to verification by Administrator.

Round 2: The four (4) Finalists from each Category must check-in with Contest Entities at TLA between 7:00 PM ET and 7:15 PM ET on November 17, 2014, and be present and available between approximately 9:00 PM ET on November 17, 2014 to approximately 12:15 AM on November 18, 2014. Finalists should wear clothing that enables Judges and audience members to view entire Tattoo without exposing Entrant's private parts and be willing and able to go onstage for Round 2 Judging. Entries will be judged on the Tattoo and not Finalist.

Finalists will be required to be present, and report to Judging area, during times set forth below, or as instructed Contest Entities during Check-in or as advised during the event should scheduling changes occur.

Judging for Arm category and Leg category to take place between approximately 9:15 PM ET and 10:00 PM ET and ends once each Finalist has had a chance to walk the stage and judges have had a chance to view and judge each Finalist for respective category.

Judging for Chest category and Back category to take place between approximately 10:45 PM ET – 11:30 PM ET and ends once each Finalist has had a chance to walk the stage and judges have had a chance to view and judge each Finalist for respective category.

Judges will use a 10 point scale for each criteria for a total of 30 possible points per Finalist, with 10 being the highest score and 1 being the lowest score, and criteria to be based on creativity, shading, and detail, each criterion to be weighted equally. The potential winner in each category shall be the one (1) Entry that receives the highest overall score as determined by the judges. Each potential category winner will be announced at approximately 11:50 PM ET on November 17, 2014. The potential overall Grand Prize winner shall be the one (1) category winner who receives the highest overall score among all four (4) category winners as determined by the judges. Potential Grand Prize winner will be announced at approximately 12:00 AM ET on November 18, 2014. Each potential winner may be required to sign and return a prize acceptance form ("Affidavit") (except where prohibited), which must be received by Administrator prior to receiving prize, in order to claim prize (if applicable).

In the event of a tie, there will be one (1) additional fifteen (15) minute Judging period during which Administrator representatives will vote to select the potential winner for that Category. Administrator's decisions as to the administration and operation of the Contest and the selection of potential winners are final and binding in all matters related to the Contest. Administrator reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the Contest, or obtained winner status using fraudulent means.

In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner. In such case, Administrator will select the Entry with the next highest score as determined by the Contest Entities.

PUBLICITY, PRIVACY & PRIZE NOTIFICATION: Except where prohibited by law or regulation, by submitting an entry, entrant grants the Administrator a perpetual, worldwide, royalty-free license to use his/her name, character, photograph, voice, and likeness in connection with the promotion of this and other Contests or sweepstakes, and entrants waive any and all claims and/or rights to receive any royalties or other compensation for the Administrator's use thereof, unless prohibited by law. Entry into this Contest may require entrant to enter certain other personal information. Entrants are informed that the personal data collection in connection with this Contest will be collected in person by paper by Administrator and such collection will therefore be subject to applicable United States laws. Entrants will be required to complete, sign, and return an affidavit of eligibility/liability release and a publicity release, which must be completed, properly executed, during the registration period. If these documents are not completed and submitted to Administrator during the registration period, or if any given potential entrant does not otherwise comply with the Officials Rules, the potential entrant will be unable to compete in the Contest.

GENERAL CONDITIONS/RELEASE: The Contest is void where prohibited by law and is governed by the laws of the United States of America. The submission of an entry is solely the responsibility of the entrant. By participating, entrants (a) release Contest Entities, and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, from any and all liability for any claims, costs, injuries, losses or damages of any kind caused by participation in the Contest, including the unauthorized or illegal access to personally identifiable or sensitive information or acceptance, possession, use, misuse, or nonuse of the prize that may be awarded; and (b) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to a prize including, without limitation, the prize quality or availability. Neither Contest Entities nor any service providers are responsible for incorrect or inaccurate printing or typographical errors in any promotion-related material, incorrect or inaccurate transcription of entry information, or for any human or other error.

Contest Entities shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience, or other irregularity that may be caused or contributed to (1) by wrongful, negligent, or unauthorized act or omission on the part of Contest Entities or any other person or entity furnishing service, products, or accommodations as a part of the prize packages or any of their agents, servants, employees, or independent contractors, (2) by any defect in or failure of any vehicle, equipment, instrumentality, service, product, or accommodation that is owned, operated, furnished, or otherwise used by Contest Entities or any person or entity furnishing service, products, or accommodations as a part of the prize packages, (3) by the wrongful, negligent, or unauthorized act or omission on the part of any other person or entity not an employee of the Contest Entities, or (4) by any cause, condition, or event whatsoever beyond the control of Contest Entities. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, CONTEST ENTITIES RESERVE THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. Contest Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

If, in the Administrator's opinion, there is any suspected or actual evidence of non-electronic tampering with any portion of the Contest, actions of entrants or any other causes which in the opinion of Contest Entities compromise or corrupt or affect the administration, integrity, fairness, or proper conduct of this Contest, and/or this Contest is not capable of being conducted as described in these Official Rules, Contest Entities shall have the right, at their sole discretion, to disqualify any suspect entrant, and/or to cancel, terminate, modify or suspend this Contest. In the event of any cancellation, termination or suspension, the determination of the winners will be made, from among all eligible, non-suspect entries received at the time of the termination, cancellation or suspension, as Contest Entities determine in their sole discretion. Contest Entities reserve the right to prosecute any fraudulent entries to the fullest extent of the law. Entrants not complying with all rules are subject to disqualification.

DISPUTES: Entrants and guests agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Contest for prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Central District of California or the appropriate California State Court located in Los Angeles County, California; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to, claim punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Contest Entities in connection with the Contest, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of California.

WINNER'S LIST: A list of winners of prizes with a value greater than \$25 is available up to sixty (60) days after the close of the Contest. Mail request to TLA Booze & Tattoos Contest Winners, 7060 Hollywood Blvd, Hollywood, CA 90028, Attention: Sweeps Dept. In order to obtain a winner's list, where permitted by law, send your written request and a self-addressed, stamped envelope.

MISCELLANEOUS: The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or Contest Entity, or the inclusion of a product or service as a prize, does not imply any association with or endorsement by such individual, group or Contest Entity or the manufacturer or distributor of such product or service and, except as otherwise indicated no association or endorsement is intended or should be inferred.

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