

OFFICIAL RULES
2012 #ZBBsummer INSTAGRAM CONTEST
July 18, 2012

No Purchase Necessary TO ENTER OR WIN. A Purchase WILL NOT INCREASE YOUR Chances Of Winning. Open only to legal residents of the fifty (50) United States, the District of Columbia, and Canada (excluding Quebec) 18 years of age or older Void where prohibited. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of Academy of Country Music ("Sponsor") and their respective parents, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this contest. Contest is subject to all applicable federal, state, provincial and local laws.

HOW TO ENTER: To enter the Contest download the app, Instagram, to your smartphone. Post a photo publically on Instagram, as given in the instructions about the Contest, while using the hashtag #ZBBsummer. No limited number of entries. Visit the link to the contest page, as directed by the Academy's official social media accounts, and submit your Instagram username and email address. The Contest begins on July 18, 2012 and ends 9am July 27, 2012 (the "Contest Period"). To enter, you must have a valid Instagram account. Downloading Instagram is free of charge.

AMOE: Mail-In Entry (NO PURCHASE NECESSARY): To enter by mail with no obligation, hand write your name, complete mailing address, day and evening phone numbers and email address (if any) and date of birth (including year) on a 4" x 6" piece of paper and mail it by U.S. Mail with correct postage to: The "Academy of Country Music 'ZBB Instagram Contest'," c/o ACM Social Media Dept, 5500 Balboa Blvd., Encino, CA 91316 Mail-in entries must be received by the Sponsors during the Sweepstakes Period. No photocopied or other mechanically reproduced mail-in entries are permitted any and entries by such method or apparently by such method will be deemed void. One qualifying 4" x 6" paper shall equal one entry. **NO MORE THAN ONE (1) TOTAL ENTRY IS PERMITTED PER ENTRANT DURING THE SWEEPSTAKES PERIOD.**

SELECTION OF WINNERS: Potential winners will be selected on or about July 27, 2012 from all eligible photo submissions received according the Instagram's RSS feed. A panel of judges, as determined by the sponsor, will select a winning photo based upon: 1) Artistic Merit, 2) Originality and 3) Summer Depiction. Odds of winning depend on the number of eligible entries received. If an eligible Canadian entrant is selected as a potential winner, he/she will be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question administered by telephone at a pre-arranged, mutually convenient time before being declared a winner. Failure to correctly answer the required skill-testing question within the specified period will result in the disqualification of the selected potential winner and, at Sponsor's discretion, another potential winner may be selected. Any questions regarding the determination of the winner will be decided in the sole discretion of Sponsor, whose decisions are final and binding in all matters relating to this Contest. Winners will be determined by 5:00 pm PST on the day of the Contest Period.

WINNER(S) NOTIFICATION: Winners will be notified via email to the potential winners' email address submitted at the official contest page by 5pm PST on July 27, 2012. Potential winners have one week to respond to the sponsor's email acknowledging their reception. If the Academy does not hear from potential winners, they will be able to select another winner. All potential winners are subject to verification at the sole discretion of the ACADEMY OF COUNTRY MUSIC. Anti-fraud detection devices may be used to verify winning entries. Winning entries will be void and ineligible for a prize if they fail to pass anti-fraud detection measures, or if found to be photocopied, reproduced, altered, forged, defaced, tampered with, mutilated, torn, stolen, un-issued, unauthorized, traded, bartered, sold, illegitimately obtained or illegible in any way, or if they fail to contain authorized special markings and/or security codes, or if defective or if they contain printing or other mechanical errors. As part of the verification process, the ACADEMY OF COUNTRY MUSIC may require winners to sign and return an affidavit of eligibility and liability and publicity release within specified time period, or the prize may be forfeited. Winner's companions may be required to sign a liability and publicity release before prize will be issued.

If winner's companion is a minor, the winner must be such minor's parent or legal guardian, who will be responsible for fulfilling all requirements imposed on winners set forth herein. Unless otherwise agreed by the ACADEMY OF COUNTRY MUSIC, winners will receive their prize via U.S. Mail, FedEx or United Postal Service within ten business days of winning. Neither THE ACADEMY OF COUNTRY MUSIC nor its agencies are responsible for lost, late, stolen, misdirected, delayed or damaged prizes.

PRIZES: There is a total of 2 prize winner. Eligible prize winners will receive one of the following prize detailed below:

GRAND PRIZE WINNER: Zac Brown Band/Southern Ground Cooking Bundle including: Southern Ground Cookbook, cooking sauce and clay rub. (5) Zac Brown Band CDs included: Uncaged, You Get What You Give, Pass the Jar, Live from Bonnaroo, The Foundation. Approximate Retail Value ("ARV") is \$99.95.

RUNNER-UP: Southern Ground Artist CD Bundle includes: Sonia Leigh's "1978 December," Nic Cowan's "Hardheaded," Levi Lowrey "I Confess I Was a Fool," The Wood Brothers "Live Vol. 1." Approximate Retail Value ("ARV") is \$44.03.

Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. An individual may only win one time over the course of the contest. Winners are responsible for all applicable federal, state, provincial and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. If a winner is considered a minor by state law, the prize will be awarded to the parent or legal guardian of the entrant. All prize details are at Sponsor's sole discretion.

General Conditions: Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, garbled, illegible or postage-due mail, entries or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the contest, the processing of entries, the announcement of the prizes or in any contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the contest. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this contest or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the contest or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to terminate the contest and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that Sponsor and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, 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. Each winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter

discovered, worldwide in perpetuity, without notice or review or approval. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses. **CAUTION:** ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

WINNERS' NAMES: For names of winners (available after August 1, 2012, please send a self-addressed stamped envelope, (postage not required for Vermont residents) to: Academy of Country Music Attn: Social Media Dept., 5500 Balboa Blvd., Encino, CA 91316. Requests must be received by August 10, 2012.

Sponsor: Academy of Country Music ("Academy of Country Music"), 5500 Balboa Blvd., Encino, CA 91316