

OFFICIAL RULES

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA SEPTEMBER 6, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA SEPTEMBER 8, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA NOVEMBER 12, 2012 IN NY WITH MADONNA SWEEPSTAKES

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA NOVEMBER 19, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA NOVEMBER 20, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES

Select for ALL dates NOT in New York or Miami

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA PIT TICKETS TO MADONNA SWEEPSTAKES

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA SEPTEMBER 6, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE ENTRANT'S ODDS OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF THE STATE OF NEW YORK, AND WHO ARE AT LEAST THIRTEEN (13) YEARS OF AGE AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES NAME: TICKETMASTER: REDEEM MDNA SEPTEMBER 6, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES ("Sweepstakes"). VOID WHERE PROHIBITED BY LAW.

SPONSOR and ADMINISTRATOR: The Sponsor of the Sweepstakes is Ticketmaster, L.L.C. ("Sponsor"). The administrator of the Sweepstakes is Live Nation Marketing, Inc. ("Administrator"). Sponsor and Administrator are collectively referred to herein as "Sweepstakes Entities." Administrator will conduct the Sweepstakes substantially as described in these Official Rules. By participating in the Sweepstakes each entrant agrees as follows:

ENTRY PERIOD: The Sweepstakes begins at 4:00 PM ET on March 14, 2011 and ends at 11:59 PM ET on April 1, 2011.

METHOD OF ENTRY:

1. Via Internet upon redemption of MDNA album. Enter via Internet by clicking on Madonna's MDNA album ("MDNA") redemption page link (redeem.ticketmaster.com/?k=10001) provided in your email redemption notification during the Entry Period. You will be required to take one of the following actions set forth below to be automatically entered into the sweepstakes upon successful redemption of MDNA:

MDNA "Send Me A CD" ("CD") Redemption method:

Ticket purchasers who wish to redeem their free MDNA CDs should select CD. Enter your email address, and redemption code if one is provided in your email notification, in the corresponding form field(s), and the number of CD copies you wish to receive. Ticket purchasers are entitled to one (1) CD per ticket purchased. You may also be required to provide basic information including your name, complete mailing address, and email address prior to final click on CD button to submit your redemption. Shipping cost of CDs is free to ticket purchaser. One Sweepstakes entry will be received for each CD shipped, up to eight (8) entries.

MDNA "Download My Music" ("Download") Redemption method: Ticket Purchasers who wish to download their free digital copy of MDNA should select Download. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download again to submit your Redemption. Ticket purchasers are entitled to one (1) copy of MDNA per ticket purchased, however, digital downloads are limited to one per email address. You may give your additional digital download copies for each ticket purchased to friend(s) via Send To A Friend ("STAF"). Each digital download code cannot be used more than once. Ticket purchaser will receive one (1) additional entry for each successful Download via STAF, up to eight (8) entries. To utilize STAF, click on the STAF button, complete the form fields and submit by clicking on STAF one final time.

"STAF" referral method: Download your free digital copy of MDNA via the STAF link found in the email you received. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download to submit your Redemption. Each digital download code cannot be used to download more than once.

2. Via U.S. Mail. For no purchase method of entry, send a 3" x 5" card with your name, email address, phone number and date of birth via U.S. postal mail postmarked no later than 11:59 PM ET on April 1, 2012 to:

Ticketmaster
Attn: Tammy LeMelle, **MDNA SEPTEMBER 6, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES**
7060 Hollywood Blvd., 4th Floor
Hollywood, CA 90028

One entry per successful Redemption or mail-in entry, up to eight (8) entries per person. No third party entry or entry through sweepstakes service permitted. All entries become the property of the Administrator and none will be acknowledged or returned. Any individual who attempts or otherwise encourages, directly or indirectly, the entry of multiple or false contact information under multiple identities, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Administrator, will be disqualified.

If, in the Administrator's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, and/or the Sweepstakes is not capable of being conducted as described in these Official Rules, Sweepstakes Entities shall have the right, at their sole discretion, to disqualify any individual who tampers with the entry process and to void any entries submitted fraudulently, and/or to cancel, terminate, modify or suspend this Sweepstakes, and conduct a random drawing to select the prize winners from all non-suspect entries received prior to action taken, or as otherwise deemed fair and appropriate by Sweepstakes Entities. Sweepstakes Entities reserve the right to prosecute any fraudulent entries to the fullest extent of the law.

ELIGIBILITY: The Sweepstakes is open only to natural persons who are legal residents of the State of New York, and who are at least thirteen (13) years of age at the time of entry. Sweepstakes may only be entered from and in eligible jurisdictions. Sweepstakes Entities and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Sweepstakes including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. In the event of a dispute as to the identity of an entrant, entry will be declared made by the registered account holder submitted at the time of entry. The registered account holder is deemed to be the natural person who is assigned the submitted e-mail address by the relevant Internet service provider, online access provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. With respect to any winning entry, the winner may be required to provide Administrator with proof that the person is the registered account holder of the e-mail address associated with the winning entry. By entering the Sweepstakes, entrants agree to comply with and be bound by these Official Rules and the decisions of the Administrator, which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

PRIZES: Twenty (25) Prizes will be awarded consisting of two (2) general admission pit tickets to Madonna concert at Yankee Stadium in New York, NY scheduled to take place on September 6, 2012. Date subject to change. Winner and guest(s) must abide by all venue policies. Prize will not be awarded to anyone who Sweepstakes Entities and/or venue personnel deem to be intoxicated and may be a safety risk. Transportation and accommodations are not included and are the sole responsibility of each winner. Approximate Retail Value of each Prize is: One Hundred Eighty Dollars and No Cents (\$180.00).

There will be only one prize per winner. 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 or assigned except to a surviving spouse living in the same household. 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 Sweepstakes 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.

Any valuation of the prize(s) 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. Prizes are not transferable, redeemable for cash or exchangeable for any other prize.

SELECTION OF WINNERS: Winners will be selected on or about April 6, 2012, in random drawings from among all eligible entries received. The drawings will be conducted by Administrator, whose decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects. 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 Sweepstakes, or obtained winner status using fraudulent means. All potential winners are subject to verification by Administrator. An entrant is not a winner of any prize, even if the Sweepstakes should so indicate, unless and until entrant's eligibility has been verified and

entrant has been notified that verification is complete. Administrator will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play and is void and will not be honored.

Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by telephone, e-mail and/or regular mail and must meet all eligibility requirements. Return of a prize or prize notification as undeliverable, or inability of Administrator to contact a potential winner by telephone or e-mail within forty-eight (48) hours of selection, may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by random drawing. In such case, Administrator will conduct no more than two (2) additional random draws in an attempt to determine an eligible alternate winner.

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 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 Sweepstakes may require entrant to enter its email address and certain other personal information. Entrants are informed that the personal data collection in connection with this Sweepstakes will be collected by Administrator's servers and computer systems, which are based in the United States and such collection will therefore be subject to applicable United States laws. You may withdraw your personal data upon request; however, you will be disqualified as an entrant in this Sweepstakes if you withdraw your personal data prior to the determination of the winner(s) and fulfillment of the prize(s). Entrants agree that the Administrator may disclose to third parties all personal information obtained from entrants and use such information for marketing and other purposes. Winners may be required to complete, sign, notarize and return an affidavit of eligibility/liability release and a publicity release, which must be returned, properly executed, within three (3) days of issuance of prize notification. If the winner is under eighteen (18) years of age, the affidavit of eligibility/liability release and publicity release must be executed by the winner and one or both parents or legal guardians, depending upon the state of residence of the winner. If these documents are not returned properly executed, or are returned to Administrator as undeliverable, or if any given prize winner does not otherwise comply with the Official Rules, the prize will be forfeited and awarded to an alternate winner.

GENERAL CONDITIONS/RELEASE: The Sweepstakes 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. Only eligible entries actually received by 11:59 PM ET on April 1, 2012, during the specified Sweepstakes entry period, will be included in the prize drawing. Any automated receipt (such as one confirming delivery of e-mail) does not constitute proof of actual receipt by Administrator of an entry for purposes of these Official Rules. By participating, entrants (a) release Sweepstakes 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 Sweepstakes, 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 Sweepstakes Entities nor any service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or Website or to complete a telephone call or facsimile transaction, or any other error or malfunction, or late,

lost or misdirected mail, or any injury or damage to participant's or any other person's computer or television related to or resulting from participation in this Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. Sweepstakes Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures or any other causes which in the opinion of and/or Sweepstakes Entities, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sweepstakes Entities reserve the right at their sole discretion to disqualify any suspect entry or entrant and to cancel, terminate, modify or suspend the Sweepstakes. 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 as of the date of the termination, cancellation or suspension, as Sweepstakes Entities determine in their sole discretion. Entries 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes Entities in connection with the Sweepstakes, 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.

OFFICIAL RULES: For a copy of the Official Rules, mail a self-addressed stamped envelope by first class mail to **TICKETMASTER: REDEEM MDNA SEPTEMBER 6, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES**, Sweepstakes Rules, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. Sweepstakes entrants are hereby authorized to copy these official rules on the condition that it will be for their personal use and not for any commercial purpose whatsoever.

WINNER'S LIST: A winner's list is available only within sixty (60) days after the close of the Sweepstakes. Mail request to Sweepstakes Winners, **TICKETMASTER: REDEEM MDNA SEPTEMBER 6, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES**, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. 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

Sweepstakes 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 Sweepstakes 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.

The Sweepstakes and all accompanying materials are © 2012 Live Nation Entertainment, Inc.

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA SEPTEMBER 8, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE ENTRANT'S ODDS OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF THE STATE OF NEW YORK, AND WHO ARE AT LEAST THIRTEEN (13) YEARS OF AGE AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES NAME: TICKETMASTER: REDEEM MDNA SEPTEMBER 8, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES ("Sweepstakes"). VOID WHERE PROHIBITED BY LAW.

SPONSOR and ADMINISTRATOR: The Sponsor of the Sweepstakes is Ticketmaster, L.L.C. ("Sponsor"). The administrator of the Sweepstakes is Live Nation Marketing, Inc. ("Administrator"). Sponsor and Administrator are collectively referred to herein as "Sweepstakes Entities." Administrator will conduct the Sweepstakes substantially as described in these Official Rules. By participating in the Sweepstakes each entrant agrees as follows:

ENTRY PERIOD: The Sweepstakes begins at 4:00 PM ET on March 14, 2011 and ends at 11:59 PM ET on April 1, 2011.

METHOD OF ENTRY:

1. Via Internet upon redemption of MDNA album. Enter via Internet by clicking on Madonna's MDNA album ("MDNA") redemption page link (redeem.ticketmaster.com/?k=10001) provided in your email redemption notification during the Entry Period. You will be required to take one of the following actions set forth below to be automatically entered into the sweepstakes upon successful redemption of MDNA:

MDNA "Send Me A CD" ("CD") Redemption method:

Ticket purchasers who wish to redeem their free MDNA CDs should select CD. Enter your email address, and redemption code if one is provided in your email notification, in the corresponding form field(s), and the number of CD copies you wish to receive. Ticket purchasers are entitled to one (1) CD per ticket purchased. You may also be required to provide basic information including your name, complete mailing address, and email address prior to final click on CD button to submit your redemption. Shipping cost of CDs is free to ticket purchaser. One Sweepstakes entry will be received for each CD shipped, up to eight (8) entries.

MDNA "Download My Music" ("Download") Redemption method: Ticket Purchasers who wish to download their free digital copy of MDNA should select Download. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download again to submit your Redemption. Ticket purchasers are entitled to one (1) copy of MDNA per ticket purchased, however, digital downloads are limited to one per email address. You may give your additional digital download copies for each ticket purchased to friend(s) via Send To A Friend

("STAF"). Each digital download code cannot be used more than once. Ticket purchaser will receive one (1) additional entry for each successful Download via STAF, up to eight (8) entries. To utilize STAF, click on the STAF button, complete the form fields and submit by clicking on STAF one final time.

"STAF" referral method: Download your free digital copy of MDNA via the STAF link found in the email you received. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download to submit your Redemption. Each digital download code cannot be used to download more than once.

2. Via U.S. Mail. For no purchase method of entry, send a 3" x 5" card with your name, email address, phone number and date of birth via U.S. postal mail postmarked no later than 11:59 PM ET on April 1, 2012 to:

Ticketmaster
Attn: Tammy LeMelle, **MDNA SEPTEMBER 8, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES**
7060 Hollywood Blvd., 4th Floor
Hollywood, CA 90028

One entry per successful Redemption or mail-in entry, up to eight (8) entries per person. No third party entry or entry through sweepstakes service permitted. All entries become the property of the Administrator and none will be acknowledged or returned. Any individual who attempts or otherwise encourages, directly or indirectly, the entry of multiple or false contact information under multiple identities, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Administrator, will be disqualified.

If, in the Administrator's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, and/or the Sweepstakes is not capable of being conducted as described in these Official Rules, Sweepstakes Entities shall have the right, at their sole discretion, to disqualify any individual who tampers with the entry process and to void any entries submitted fraudulently, and/or to cancel, terminate, modify or suspend this Sweepstakes, and conduct a random drawing to select the prize winners from all non-suspect entries received prior to action taken, or as otherwise deemed fair and appropriate by Sweepstakes Entities. Sweepstakes Entities reserve the right to prosecute any fraudulent entries to the fullest extent of the law.

ELIGIBILITY: The Sweepstakes is open only to natural persons who are legal residents of the State of New York, and who are at least thirteen (13) years of age at the time of entry. Sweepstakes may only be entered from and in eligible jurisdictions. Sweepstakes Entities and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Sweepstakes including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. In the event of a dispute as to the identity of an entrant, entry will be declared made by the registered account holder submitted at the time of entry. The registered account holder is deemed to be the natural person who is assigned the submitted e-mail address by the relevant Internet service provider, online access provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. With respect to any winning entry, the winner may be required to provide Administrator with proof that the person is the registered account holder of the e-mail address associated with the winning entry. By entering the Sweepstakes, entrants agree to comply with and be bound by these Official Rules and the decisions of the

Administrator, which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

PRIZES: Twenty (25) Prizes will be awarded consisting of two (2) general admission pit tickets to Madonna concert at Yankee Stadium in New York, NY scheduled to take place on September 8, 2012. Date subject to change. Winner and guest(s) must abide by all venue policies. Prize will not be awarded to anyone who Sweepstakes Entities and/or venue personnel deem to be intoxicated and may be a safety risk. Transportation and accommodations are not included and are the sole responsibility of each winner. Approximate Retail Value of each Prize is: One Hundred Eighty Dollars and No Cents (\$180.00).

There will be only one prize per winner. 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 or assigned except to a surviving spouse living in the same household. 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 Sweepstakes 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.

Any valuation of the prize(s) 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. Prizes are not transferable, redeemable for cash or exchangeable for any other prize.

SELECTION OF WINNERS: Winners will be selected on or about April 6, 2012, in random drawings from among all eligible entries received. The drawings will be conducted by Administrator, whose decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects. 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 Sweepstakes, or obtained winner status using fraudulent means. All potential winners are subject to verification by Administrator. An entrant is not a winner of any prize, even if the Sweepstakes should so indicate, unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete. Administrator will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play and is void and will not be honored.

Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by telephone, e-mail and/or regular mail and must meet all eligibility requirements. Return of a prize or prize notification as undeliverable, or inability of Administrator to contact a potential winner by telephone or e-mail within forty-eight (48) hours of selection, may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by random drawing. In such case, Administrator will conduct no more than two (2) additional random draws in an attempt to determine an eligible alternate winner.

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 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 Sweepstakes may require entrant to enter its email address and certain other personal information. Entrants are informed that the personal data collection in connection with this Sweepstakes will be collected by Administrator's servers and computer systems, which are based in the United States and such collection will therefore be subject to applicable United States laws. You may withdraw your personal data upon request; however, you will be disqualified as an entrant in this Sweepstakes if you withdraw your personal data prior to the determination of the winner(s) and fulfillment of the prize(s). Entrants agree that the Administrator may disclose to third parties all personal information obtained from entrants and use such information for marketing and other purposes. Winners may be required to complete, sign, notarize and return an affidavit of eligibility/liability release and a publicity release, which must be returned, properly executed, within three (3) days of issuance of prize notification. If the winner is under eighteen (18) years of age, the affidavit of eligibility/liability release and publicity release must be executed by the winner and one or both parents or legal guardians, depending upon the state of residence of the winner. If these documents are not returned properly executed, or are returned to Administrator as undeliverable, or if any given prize winner does not otherwise comply with the Officials Rules, the prize will be forfeited and awarded to an alternate winner.

GENERAL CONDITIONS/RELEASE: The Sweepstakes 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. Only eligible entries actually received by 11:59 PM ET on April 1, 2012, during the specified Sweepstakes entry period, will be included in the prize drawing. Any automated receipt (such as one confirming delivery of e-mail) does not constitute proof of actual receipt by Administrator of an entry for purposes of these Official Rules. By participating, entrants (a) release Sweepstakes 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 Sweepstakes, 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 Sweepstakes Entities nor any service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or Website or to complete a telephone call or facsimile transaction, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage to participant's or any other person's computer or television related to or resulting from participation in this Sweepstakes. **CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.** Sweepstakes Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures or any other causes which in the opinion of and/or Sweepstakes Entities, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sweepstakes Entities reserve the right at their sole discretion to disqualify any suspect entry or entrant and to cancel, terminate, modify or suspend the Sweepstakes. 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 as of the date of the termination, cancellation or suspension, as Sweepstakes Entities determine in their sole discretion. Entries 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes Entities in connection with the Sweepstakes, 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.

OFFICIAL RULES: For a copy of the Official Rules, mail a self-addressed stamped envelope by first class mail to **TICKETMASTER: REDEEM MDNA SEPTEMBER 8, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES**, Sweepstakes Rules, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. Sweepstakes entrants are hereby authorized to copy these official rules on the condition that it will be for their personal use and not for any commercial purpose whatsoever.

WINNER'S LIST: A winner's list is available only within sixty (60) days after the close of the Sweepstakes. Mail request to Sweepstakes Winners, **TICKETMASTER: REDEEM MDNA SEPTEMBER 8, 2012 IN NEW YORK WITH MADONNA SWEEPSTAKES**, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. 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 Sweepstakes 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 Sweepstakes 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.

The Sweepstakes and all accompanying materials are © 2012 Live Nation Entertainment, Inc.

**OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA NOVEMBER 12, 2012 IN NY
WITH MADONNA SWEEPSTAKES**

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE ENTRANT'S ODDS OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF THE STATE OF NEW YORK, AND WHO ARE AT LEAST THIRTEEN (13) YEARS OF AGE AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES NAME: TICKETMASTER: REDEEM MDNA NOVEMBER 12, 2012 IN NY WITH MADONNA SWEEPSTAKES ("Sweepstakes"). VOID WHERE PROHIBITED BY LAW.

SPONSOR and ADMINISTRATOR: The Sponsor of the Sweepstakes is Ticketmaster, L.L.C. ("Sponsor"). The administrator of the Sweepstakes is Live Nation Marketing, Inc. ("Administrator"). Sponsor and Administrator are collectively referred to herein as "Sweepstakes Entities." Administrator will conduct the Sweepstakes substantially as described in these Official Rules. By participating in the Sweepstakes each entrant agrees as follows:

ENTRY PERIOD: The Sweepstakes begins at 4:00 PM ET on March 27, 2011 and ends at 11:59 PM ET on April 1, 2011.

METHOD OF ENTRY:

1. Via Internet upon redemption of MDNA album. **Enter via Internet by clicking on Madonna's MDNA album ("MDNA") redemption page link (redeem.ticketmaster.com/?k=10001) provided in your email redemption notification during the Entry Period. You will be required to take one of the following actions set forth below to be automatically entered into the sweepstakes upon successful redemption of MDNA:**

MDNA "Send Me A CD" ("CD") Redemption method:

Ticket purchasers who wish to redeem their free MDNA CDs should select CD. Enter your email address, and redemption code if one is provided in your email notification, in the corresponding form field(s), and the number of CD copies you wish to receive. Ticket purchasers are entitled to one (1) CD per ticket purchased. You may also be required to provide basic information including your name, complete mailing address, and email address prior to final click on CD button to submit your redemption. Shipping cost of CDs is free to ticket purchaser. One Sweepstakes entry will be received for each CD shipped, up to eight (8) entries.

MDNA "Download My Music" ("Download") Redemption method: Ticket Purchasers who wish to download their free digital copy of MDNA should select Download. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download again to submit your Redemption. Ticket purchasers are entitled to one (1) copy of MDNA per ticket purchased, however, digital downloads are limited to one per email address. You may give your additional digital download copies for each ticket purchased to friend(s) via Send To A Friend ("STAF"). Each digital download code cannot be used more than once. Ticket purchaser will receive one (1) additional entry for each successful Download via STAF, up to eight (8) entries. To utilize STAF, click on the STAF button, complete the form fields and submit by clicking on STAF one final time.

"STAF" referral method: Download your free digital copy of MDNA via the STAF link found in the email you received. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s),

and select Download to submit your Redemption. Each digital download code cannot be used to download more than once.

2. Via U.S. Mail. For no purchase method of entry, send a 3" x 5" card with your name, email address, phone number and date of birth via U.S. postal mail postmarked no later than 11:59 PM ET on April 1, 2012 to:

Ticketmaster

Attn: Tammy LeMelle, **MDNA NOVEMBER 12, 2012 IN NY WITH MADONNA SWEEPSTAKES**

7060 Hollywood Blvd., 4th Floor
Hollywood, CA 90028

One entry per successful Redemption or mail-in entry, up to eight (8) entries per person. No third party entry or entry through sweepstakes service permitted. All entries become the property of the Administrator and none will be acknowledged or returned. Any individual who attempts or otherwise encourages, directly or indirectly, the entry of multiple or false contact information under multiple identities, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Administrator, will be disqualified.

If, in the Administrator's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, and/or the Sweepstakes is not capable of being conducted as described in these Official Rules, Sweepstakes Entities shall have the right, at their sole discretion, to disqualify any individual who tampers with the entry process and to void any entries submitted fraudulently, and/or to cancel, terminate, modify or suspend this Sweepstakes, and conduct a random drawing to select the prize winners from all non-suspect entries received prior to action taken, or as otherwise deemed fair and appropriate by Sweepstakes Entities. Sweepstakes Entities reserve the right to prosecute any fraudulent entries to the fullest extent of the law.

ELIGIBILITY: The Sweepstakes is open only to natural persons who are legal residents of the State of New York, and who are at least thirteen (13) years of age at the time of entry. Sweepstakes may only be entered from and in eligible jurisdictions. Sweepstakes Entities and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Sweepstakes including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. In the event of a dispute as to the identity of an entrant, entry will be declared made by the registered account holder submitted at the time of entry. The registered account holder is deemed to be the natural person who is assigned the submitted e-mail address by the relevant Internet service provider, online access provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. With respect to any winning entry, the winner may be required to provide Administrator with proof that the person is the registered account holder of the e-mail address associated with the winning entry. By entering the Sweepstakes, entrants agree to comply with and be bound by these Official Rules and the decisions of the Administrator, which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

PRIZES: Twenty (25) Prizes will be awarded consisting of two (2) general admission pit tickets to Madonna concert at Madison Square Garden in New York, NY scheduled to take place on November 12, 2012. Date subject to change. Winner and guest(s) must abide by all venue policies. Prize will not be awarded to anyone who Sweepstakes Entities and/or venue

personnel deem to be intoxicated and may be a safety risk. Transportation and accommodations are not included and are the sole responsibility of each winner. Approximate Retail Value of each Prize is: One Hundred Eighty Dollars and No Cents (\$180.00).

There will be only one prize per winner. 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 or assigned except to a surviving spouse living in the same household. 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 Sweepstakes 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.

Any valuation of the prize(s) 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. Prizes are not transferable, redeemable for cash or exchangeable for any other prize.

SELECTION OF WINNERS: Winners will be selected on or about April 6, 2012, in random drawings from among all eligible entries received. The drawings will be conducted by Administrator, whose decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects. 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 Sweepstakes, or obtained winner status using fraudulent means. All potential winners are subject to verification by Administrator. An entrant is not a winner of any prize, even if the Sweepstakes should so indicate, unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete. Administrator will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play and is void and will not be honored.

Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by telephone, e-mail and/or regular mail and must meet all eligibility requirements. Return of a prize or prize notification as undeliverable, or inability of Administrator to contact a potential winner by telephone or e-mail within forty-eight (48) hours of selection, may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by random drawing. In such case, Administrator will conduct no more than two (2) additional random draws in an attempt to determine an eligible alternate winner.

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 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 Sweepstakes may require entrant to enter its email address and certain other personal information. Entrants are informed that the personal data

collection in connection with this Sweepstakes will be collected by Administrator's servers and computer systems, which are based in the United States and such collection will therefore be subject to applicable United States laws. You may withdraw your personal data upon request; however, you will be disqualified as an entrant in this Sweepstakes if you withdraw your personal data prior to the determination of the winner(s) and fulfillment of the prize(s). Entrants agree that the Administrator may disclose to third parties all personal information obtained from entrants and use such information for marketing and other purposes. Winners may be required to complete, sign, notarize and return an affidavit of eligibility/liability release and a publicity release, which must be returned, properly executed, within three (3) days of issuance of prize notification. If the winner is under eighteen (18) years of age, the affidavit of eligibility/liability release and publicity release must be executed by the winner and one or both parents or legal guardians, depending upon the state of residence of the winner. If these documents are not returned properly executed, or are returned to Administrator as undeliverable, or if any given prize winner does not otherwise comply with the Officials Rules, the prize will be forfeited and awarded to an alternate winner.

GENERAL CONDITIONS/RELEASE: The Sweepstakes 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. Only eligible entries actually received by 11:59 PM ET on April 1, 2012, during the specified Sweepstakes entry period, will be included in the prize drawing. Any automated receipt (such as one confirming delivery of e-mail) does not constitute proof of actual receipt by Administrator of an entry for purposes of these Official Rules. By participating, entrants (a) release Sweepstakes 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 Sweepstakes, 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 Sweepstakes Entities nor any service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or Website or to complete a telephone call or facsimile transaction, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage to participant's or any other person's computer or television related to or resulting from participation in this Sweepstakes. **CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.** Sweepstakes Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures or any other causes which in the opinion of and/or Sweepstakes Entities, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sweepstakes Entities reserve the right at their sole discretion to disqualify any suspect entry or entrant and to cancel, terminate, modify or suspend the Sweepstakes. 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 as of the date of the termination, cancellation or suspension, as Sweepstakes Entities determine in their sole discretion. Entries 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes Entities in connection with the Sweepstakes, 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.

OFFICIAL RULES: For a copy of the Official Rules, mail a self-addressed stamped envelope by first class mail to **TICKETMASTER: REDEEM MDNA NOVEMBER 12, 2012 IN NY WITH MADONNA SWEEPSTAKES**, Sweepstakes Rules, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. Sweepstakes entrants are hereby authorized to copy these official rules on the condition that it will be for their personal use and not for any commercial purpose whatsoever.

WINNER'S LIST: A winner's list is available only within sixty (60) days after the close of the Sweepstakes. Mail request to Sweepstakes Winners, **TICKETMASTER: REDEEM MDNA NOVEMBER 12, 2012 IN NY WITH MADONNA SWEEPSTAKES**, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. 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 Sweepstakes 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 Sweepstakes 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.

The Sweepstakes and all accompanying materials are © 2012 Live Nation Entertainment, Inc.

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA NOVEMBER 19, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE ENTRANT'S ODDS OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF THE STATE OF FLORIDA, AND WHO ARE AT LEAST THIRTEEN (13) YEARS OF AGE AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES NAME: TICKETMASTER: REDEEM MDNA NOVEMBER 19, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES ("Sweepstakes"). VOID WHERE PROHIBITED BY LAW.

SPONSOR and ADMINISTRATOR: The Sponsor of the Sweepstakes is Ticketmaster, L.L.C. ("Sponsor"). The administrator of the Sweepstakes is Live Nation Marketing, Inc. ("Administrator"). Sponsor and Administrator are collectively referred to herein as "Sweepstakes Entities." Administrator will conduct the Sweepstakes substantially as described in these Official Rules. By participating in the Sweepstakes each entrant agrees as follows:

ENTRY PERIOD: The Sweepstakes begins at 4:00 PM ET on March 14, 2011 and ends at 11:59 PM ET on April 1, 2011.

METHOD OF ENTRY:

1. Via Internet upon redemption of MDNA album. Enter via Internet by clicking on Madonna's MDNA album ("MDNA") redemption page link (redeem.ticketmaster.com/?k=10001) provided in your email redemption notification during the Entry Period. You will be required to take one of the following actions set forth below to be automatically entered into the sweepstakes upon successful redemption of MDNA:

MDNA "Send Me A CD" ("CD") Redemption method:

Ticket purchasers who wish to redeem their free MDNA CDs should select CD. Enter your email address, and redemption code if one is provided in your email notification, in the corresponding form field(s), and the number of CD copies you wish to receive. Ticket purchasers are entitled to one (1) CD per ticket purchased. You may also be required to provide basic information including your name, complete mailing address, and email address prior to final click on CD button to submit your redemption. Shipping cost of CDs is free to ticket purchaser. One Sweepstakes entry will be received for each CD shipped, up to eight (8) entries.

MDNA "Download My Music" ("Download") Redemption method: Ticket Purchasers who wish to download their free digital copy of MDNA should select Download. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download again to submit your Redemption. Ticket purchasers are entitled to one (1) copy of MDNA per ticket purchased, however, digital downloads are limited to one per email address. You may give your additional digital download copies for each ticket purchased to friend(s) via Send To A Friend ("STAF"). Each digital download code cannot be used more than once. Ticket purchaser will receive one (1) additional entry for each successful Download via STAF, up to eight (8) entries. To utilize STAF, click on the STAF button, complete the form fields and submit by clicking on STAF one final time.

"STAF" referral method: Download your free digital copy of MDNA via the STAF link found in the email you received. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download to submit your Redemption. Each digital download code cannot be used to download more than once.

2. Via U.S. Mail. For no purchase method of entry, send a 3" x 5" card with your name, email address, phone number and date of birth via U.S. postal mail postmarked no later than 11:59 PM ET on April 1, 2012 to:

Ticketmaster
Attn: Tammy LeMelle, **MDNA NOVEMBER 19, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES**
7060 Hollywood Blvd., 4th Floor
Hollywood, CA 90028

One entry per successful Redemption or mail-in entry, up to eight (8) entries per person. No third party entry or entry through sweepstakes service permitted. All entries become the property of the Administrator and none will be acknowledged or returned. Any individual who

attempts or otherwise encourages, directly or indirectly, the entry of multiple or false contact information under multiple identities, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Administrator, will be disqualified.

If, in the Administrator's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, and/or the Sweepstakes is not capable of being conducted as described in these Official Rules, Sweepstakes Entities shall have the right, at their sole discretion, to disqualify any individual who tampers with the entry process and to void any entries submitted fraudulently, and/or to cancel, terminate, modify or suspend this Sweepstakes, and conduct a random drawing to select the prize winners from all non-suspect entries received prior to action taken, or as otherwise deemed fair and appropriate by Sweepstakes Entities. Sweepstakes Entities reserve the right to prosecute any fraudulent entries to the fullest extent of the law.

ELIGIBILITY: The Sweepstakes is open only to natural persons who are legal residents of the State of Florida, and who are at least thirteen (13) years of age at the time of entry. Sweepstakes may only be entered from and in eligible jurisdictions. Sweepstakes Entities and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Sweepstakes including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. In the event of a dispute as to the identity of an entrant, entry will be declared made by the registered account holder submitted at the time of entry. The registered account holder is deemed to be the natural person who is assigned the submitted e-mail address by the relevant Internet service provider, online access provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. With respect to any winning entry, the winner may be required to provide Administrator with proof that the person is the registered account holder of the e-mail address associated with the winning entry. By entering the Sweepstakes, entrants agree to comply with and be bound by these Official Rules and the decisions of the Administrator, which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

PRIZES: Twenty (25) Prizes will be awarded consisting of two (2) general admission pit tickets to Madonna concert at American Airlines Arena in Miami, FL scheduled to take place on November 19, 2012. Date subject to change. Winner and guest(s) must abide by all venue policies. Prize will not be awarded to anyone who Sweepstakes Entities and/or venue personnel deem to be intoxicated and may be a safety risk. Transportation and accommodations are not included and are the sole responsibility of each winner. Approximate Retail Value of each Prize is: One Hundred Eighty Dollars and No Cents (\$180.00).

There will be only one prize per winner. 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 or assigned except to a surviving spouse living in the same household. 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 Sweepstakes 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.

Any valuation of the prize(s) 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. Prizes are not transferable, redeemable for cash or exchangeable for any other prize.

SELECTION OF WINNERS: Winners will be selected on or about April 6, 2012, in random drawings from among all eligible entries received. The drawings will be conducted by Administrator, whose decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects. 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 Sweepstakes, or obtained winner status using fraudulent means. All potential winners are subject to verification by Administrator. An entrant is not a winner of any prize, even if the Sweepstakes should so indicate, unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete. Administrator will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play and is void and will not be honored.

Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by telephone, e-mail and/or regular mail and must meet all eligibility requirements. Return of a prize or prize notification as undeliverable, or inability of Administrator to contact a potential winner by telephone or e-mail within forty-eight (48) hours of selection, may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by random drawing. In such case, Administrator will conduct no more than two (2) additional random draws in an attempt to determine an eligible alternate winner.

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 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 Sweepstakes may require entrant to enter its email address and certain other personal information. Entrants are informed that the personal data collection in connection with this Sweepstakes will be collected by Administrator's servers and computer systems, which are based in the United States and such collection will therefore be subject to applicable United States laws. You may withdraw your personal data upon request; however, you will be disqualified as an entrant in this Sweepstakes if you withdraw your personal data prior to the determination of the winner(s) and fulfillment of the prize(s). Entrants agree that the Administrator may disclose to third parties all personal information obtained from entrants and use such information for marketing and other purposes. Winners may be required to complete, sign, notarize and return an affidavit of eligibility/liability release and a publicity release, which must be returned, properly executed, within three (3) days of issuance of prize notification. If the winner is under eighteen (18) years of age, the affidavit of eligibility/liability release and publicity release must be executed by the winner and one or both parents or legal guardians, depending upon the state of residence of the winner. If these documents are not returned properly executed, or are returned to Administrator as undeliverable, or if any given prize winner does not otherwise comply with the Official Rules, the prize will be forfeited and awarded to an alternate winner.

GENERAL CONDITIONS/RELEASE: The Sweepstakes 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. Only eligible entries actually received by 11:59 PM ET on April 1, 2012, during the specified Sweepstakes entry period, will be included in the prize drawing. Any automated receipt (such as one confirming delivery of e-mail) does not constitute proof of actual receipt by Administrator of an entry for purposes of these Official Rules. By participating, entrants (a) release Sweepstakes 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 Sweepstakes, 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 Sweepstakes Entities nor any service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or Website or to complete a telephone call or facsimile transaction, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage to participant's or any other person's computer or television related to or resulting from participation in this Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. Sweepstakes Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures or any other causes which in the opinion of and/or Sweepstakes Entities, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sweepstakes Entities reserve the right at their sole discretion to disqualify any suspect entry or entrant and to cancel, terminate, modify or suspend the Sweepstakes. 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 as of the date of the termination, cancellation or suspension, as Sweepstakes Entities determine in their sole discretion. Entries 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes Entities in connection with the Sweepstakes, 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.

OFFICIAL RULES: For a copy of the Official Rules, mail a self-addressed stamped envelope by first class mail to **TICKETMASTER: REDEEM MDNA NOVEMBER 19, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES**, Sweepstakes Rules, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. Sweepstakes entrants are hereby authorized to copy these official rules on the condition that it will be for their personal use and not for any commercial purpose whatsoever.

WINNER'S LIST: A winner's list is available only within sixty (60) days after the close of the Sweepstakes. Mail request to Sweepstakes Winners, **TICKETMASTER: REDEEM MDNA NOVEMBER 19, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES**, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. 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 Sweepstakes 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 Sweepstakes 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.

The Sweepstakes and all accompanying materials are © 2012 Live Nation Entertainment, Inc.

OFFICIAL RULES OF THE TICKETMASTER: REDEEM MDNA NOVEMBER 20, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE ENTRANT'S ODDS OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF THE STATE OF FLORIDA, AND WHO ARE AT LEAST THIRTEEN (13) YEARS OF AGE AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES NAME: TICKETMASTER: REDEEM MDNA NOVEMBER 20, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES ("Sweepstakes"). VOID WHERE PROHIBITED BY LAW.

SPONSOR and ADMINISTRATOR: The Sponsor of the Sweepstakes is Ticketmaster, L.L.C. ("Sponsor"). The administrator of the Sweepstakes is Live Nation Marketing, Inc. ("Administrator"). Sponsor and Administrator are collectively referred to herein as "Sweepstakes Entities." Administrator will conduct the Sweepstakes substantially as described in these Official Rules. By participating in the Sweepstakes each entrant agrees as follows:

ENTRY PERIOD: The Sweepstakes begins at 4:00 PM ET on March 14, 2011 and ends at 11:59 PM ET on April 1, 2011.

METHOD OF ENTRY:

1. Via Internet upon redemption of MDNA album. Enter via Internet by clicking on Madonna's MDNA album ("MDNA") redemption page link (redeem.ticketmaster.com/?k=10001) provided

in your email redemption notification during the Entry Period. You will be required to take one of the following actions set forth below to be automatically entered into the sweepstakes upon successful redemption of MDNA:

MDNA "Send Me A CD" ("CD") Redemption method:

Ticket purchasers who wish to redeem their free MDNA CDs should select CD. Enter your email address, and redemption code if one is provided in your email notification, in the corresponding form field(s), and the number of CD copies you wish to receive. Ticket purchasers are entitled to one (1) CD per ticket purchased. You may also be required to provide basic information including your name, complete mailing address, and email address prior to final click on CD button to submit your redemption. Shipping cost of CDs is free to ticket purchaser. One Sweepstakes entry will be received for each CD shipped, up to eight (8) entries.

MDNA "Download My Music" ("Download") Redemption method: Ticket Purchasers who wish to download their free digital copy of MDNA should select Download. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download again to submit your Redemption. Ticket purchasers are entitled to one (1) copy of MDNA per ticket purchased, however, digital downloads are limited to one per email address. You may give your additional digital download codes for each ticket purchased to friend(s) via Send To A Friend ("STAF"). Each digital download code cannot be used more than once. Ticket purchaser will receive one (1) additional entry for each successful Download via STAF, up to eight (8) entries. To utilize STAF, click on the STAF button, complete the form fields and submit by clicking on STAF one final time.

"STAF" referral method: Download your free digital copy of MDNA via the STAF link found in the email you received. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download to submit your Redemption. Each digital download code cannot be used to download more than once.

2. Via U.S. Mail. For no purchase method of entry, send a 3" x 5" card with your name, email address, phone number and date of birth via U.S. postal mail postmarked no later than 11:59 PM ET on April 1, 2012 to:

Ticketmaster

Attn: Tammy LeMelle, **MDNA NOVEMBER 20, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES**

7060 Hollywood Blvd., 4th Floor
Hollywood, CA 90028

One entry per successful Redemption or mail-in entry, up to eight (8) entries per person. No third party entry or entry through sweepstakes service permitted. All entries become the property of the Administrator and none will be acknowledged or returned. Any individual who attempts or otherwise encourages, directly or indirectly, the entry of multiple or false contact information under multiple identities, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Administrator, will be disqualified.

If, in the Administrator's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, and/or the Sweepstakes is not capable of being conducted as described in these Official Rules, Sweepstakes Entities shall have the right, at their sole discretion, to disqualify any individual who tampers with the entry process and to void any entries submitted fraudulently, and/or to cancel, terminate, modify or suspend this Sweepstakes, and conduct a random drawing to

select the prize winners from all non-suspect entries received prior to action taken, or as otherwise deemed fair and appropriate by Sweepstakes Entities. Sweepstakes Entities reserve the right to prosecute any fraudulent entries to the fullest extent of the law.

ELIGIBILITY: The Sweepstakes is open only to natural persons who are legal residents of the State of Florida, and who are at least thirteen (13) years of age at the time of entry. Sweepstakes may only be entered from and in eligible jurisdictions. Sweepstakes Entities and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Sweepstakes including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. In the event of a dispute as to the identity of an entrant, entry will be declared made by the registered account holder submitted at the time of entry. The registered account holder is deemed to be the natural person who is assigned the submitted e-mail address by the relevant Internet service provider, online access provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. With respect to any winning entry, the winner may be required to provide Administrator with proof that the person is the registered account holder of the e-mail address associated with the winning entry. By entering the Sweepstakes, entrants agree to comply with and be bound by these Official Rules and the decisions of the Administrator, which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

PRIZES: Twenty (25) Prizes will be awarded consisting of two (2) general admission pit tickets to Madonna concert at American Airlines Arena in Miami, FL scheduled to take place on November 20, 2012. Date subject to change. Winner and guest(s) must abide by all venue policies. Prize will not be awarded to anyone who Sweepstakes Entities and/or venue personnel deem to be intoxicated and may be a safety risk. Transportation and accommodations are not included and are the sole responsibility of each winner. Approximate Retail Value of each Prize is: One Hundred Eighty Dollars and No Cents (\$180.00).

There will be only one prize per winner. 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 or assigned except to a surviving spouse living in the same household. 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 Sweepstakes 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.

Any valuation of the prize(s) 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. Prizes are not transferable, redeemable for cash or exchangeable for any other prize.

SELECTION OF WINNERS: Winners will be selected on or about April 6, 2012, in random drawings from among all eligible entries received. The drawings will be conducted by Administrator, whose decisions and interpretations on all matters relating to the Sweepstakes

and these Official Rules are final and binding in all respects. 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 Sweepstakes, or obtained winner status using fraudulent means. All potential winners are subject to verification by Administrator. An entrant is not a winner of any prize, even if the Sweepstakes should so indicate, unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete. Administrator will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play and is void and will not be honored.

Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by telephone, e-mail and/or regular mail and must meet all eligibility requirements. Return of a prize or prize notification as undeliverable, or inability of Administrator to contact a potential winner by telephone or e-mail within forty-eight (48) hours of selection, may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by random drawing. In such case, Administrator will conduct no more than two (2) additional random draws in an attempt to determine an eligible alternate winner.

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 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 Sweepstakes may require entrant to enter its email address and certain other personal information. Entrants are informed that the personal data collection in connection with this Sweepstakes will be collected by Administrator's servers and computer systems, which are based in the United States and such collection will therefore be subject to applicable United States laws. You may withdraw your personal data upon request; however, you will be disqualified as an entrant in this Sweepstakes if you withdraw your personal data prior to the determination of the winner(s) and fulfillment of the prize(s). Entrants agree that the Administrator may disclose to third parties all personal information obtained from entrants and use such information for marketing and other purposes. Winners may be required to complete, sign, notarize and return an affidavit of eligibility/liability release and a publicity release, which must be returned, properly executed, within three (3) days of issuance of prize notification. If the winner is under eighteen (18) years of age, the affidavit of eligibility/liability release and publicity release must be executed by the winner and one or both parents or legal guardians, depending upon the state of residence of the winner. If these documents are not returned properly executed, or are returned to Administrator as undeliverable, or if any given prize winner does not otherwise comply with the Official Rules, the prize will be forfeited and awarded to an alternate winner.

GENERAL CONDITIONS/RELEASE: The Sweepstakes 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. Only eligible entries actually received by 11:59 PM ET on April 1, 2012, during the specified Sweepstakes entry period, will be included in the prize drawing. Any automated receipt (such as one confirming delivery of e-mail) does not constitute proof of actual receipt by Administrator of an entry for purposes of these Official Rules. By participating, entrants (a) release Sweepstakes 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 Sweepstakes, 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 Sweepstakes Entities nor any service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or Website or to complete a telephone call or facsimile transaction, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage to participant's or any other person's computer or television related to or resulting from participation in this Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. Sweepstakes Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures or any other causes which in the opinion of and/or Sweepstakes Entities, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sweepstakes Entities reserve the right at their sole discretion to disqualify any suspect entry or entrant and to cancel, terminate, modify or suspend the Sweepstakes. 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 as of the date of the termination, cancellation or suspension, as Sweepstakes Entities determine in their sole discretion. Entries 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes Entities in connection with the Sweepstakes, 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.

OFFICIAL RULES: For a copy of the Official Rules, mail a self-addressed stamped envelope by first class mail to **TICKETMASTER: REDEEM MDNA NOVEMBER 20, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES**, Sweepstakes Rules, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. Sweepstakes entrants are hereby authorized to copy these official rules on the condition that it will be for their personal use and not for any commercial purpose whatsoever.

WINNER'S LIST: A winner's list is available only within sixty (60) days after the close of the Sweepstakes. Mail request to Sweepstakes Winners, **TICKETMASTER: REDEEM MDNA NOVEMBER 20, 2012 IN MIAMI WITH MADONNA SWEEPSTAKES**, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. 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 Sweepstakes 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 Sweepstakes 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.

The Sweepstakes and all accompanying materials are © 2012 Live Nation Entertainment, Inc.

OFFICIAL RULES OF THE TICKETMASTER: *REDEEM MDNA PIT TICKETS TO MADONNA SWEEPSTAKES*

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE ENTRANT'S ODDS OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF THE UNITED STATES OF AMERICA, EXCLUDING NEW YORK AND FLORIDA, AND WHO ARE AT LEAST THIRTEEN (13) YEARS OF AGE AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES NAME: TICKETMASTER: REDEEM MDNA SWEEPSTAKES ("Sweepstakes"). VOID WHERE PROHIBITED BY LAW.

SPONSOR and ADMINISTRATOR: The Sponsor of the Sweepstakes is Ticketmaster, L.L.C. ("Sponsor"). The administrator of the Sweepstakes is Live Nation Marketing, Inc. ("Administrator"). Sponsor and Administrator are collectively referred to herein as "Sweepstakes Entities." Administrator will conduct the Sweepstakes substantially as described in these Official Rules. By participating in the Sweepstakes each entrant agrees as follows:

ENTRY PERIOD: The Sweepstakes begins at 4:00 PM ET on March 14, 2011 and ends at 11:59 PM ET on April 1, 2011.

METHOD OF ENTRY:

1. Via Internet upon redemption of MDNA album. Enter via Internet by clicking on Madonna's MDNA album ("MDNA") redemption page link (redeem.ticketmaster.com/?k=10001) provided in your email redemption notification during the Entry Period. You will be required to take one of the following actions set forth below to be automatically entered into the sweepstakes upon successful redemption of MDNA:

MDNA "Send Me A CD" ("CD") Redemption method:

Ticket purchasers who wish to redeem their free MDNA CDs should select CD. Enter your email address, and redemption code if one is provided in your email notification, in the corresponding form field(s), and the number of CD copies you wish to receive. Ticket purchasers are entitled to one (1) CD per ticket purchased. You may also be required to provide basic information including your name, complete mailing address, and email address prior to final click on CD button to submit your redemption. Shipping cost of CDs is free to ticket purchaser. One Sweepstakes entry will be received for each CD shipped, up to eight (8) entries.

MDNA "Download My Music" ("Download") Redemption method: Ticket Purchasers who wish to download their free digital copy of MDNA should select Download. Enter your

email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download again to submit your Redemption. Ticket purchasers are entitled to one (1) copy of MDNA per ticket purchased, however, digital downloads are limited to one per email address. You may give your additional digital download copies for each ticket purchased to friend(s) via Send To A Friend ("STAF"). Each digital download code cannot be used more than once. Ticket purchaser will receive one (1) additional entry for each successful Download via STAF, up to eight (8) entries. To utilize STAF, click on the STAF button, complete the form fields and submit by clicking on STAF one final time.

"STAF" referral method: Download your free digital copy of MDNA via the STAF link found in the email you received. Enter your email address, zip code, and redemption code if one is provided in your email notification, in the corresponding form field(s), and select Download to submit your Redemption. Each digital download code cannot be used to download more than once.

2. Via U.S. Mail. For no purchase method of entry, send a 3" x 5" card with your name, email address, phone number and date of birth via U.S. postal mail postmarked no later than 11:59 PM ET on April 1, 2012 to:

Live Nation
Attn: Tammy LeMelle, **REDEEM MDNA PIT TICKETS TO MADONNA SWEEPSTAKES**
7060 Hollywood Blvd., 4th Floor
Hollywood, CA 90028

One entry per successful Redemption or mail-in entry, up to eight (8) entries per person. Entrants will be entered into the prize pool for the date tickets purchased. No third party entry or entry through sweepstakes service permitted. All entries become the property of the Administrator and none will be acknowledged or returned. Any individual who attempts or otherwise encourages, directly or indirectly, the entry of multiple or false contact information under multiple identities, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Administrator, will be disqualified.

If, in the Administrator's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, and/or the Sweepstakes is not capable of being conducted as described in these Official Rules, Sweepstakes Entities shall have the right, at their sole discretion, to disqualify any individual who tampers with the entry process and to void any entries submitted fraudulently, and/or to cancel, terminate, modify or suspend this Sweepstakes, and conduct a random drawing to select the prize winners from all non-suspect entries received prior to action taken, or as otherwise deemed fair and appropriate by Sweepstakes Entities. Sweepstakes Entities reserve the right to prosecute any fraudulent entries to the fullest extent of the law.

ELIGIBILITY: The Sweepstakes is open only to natural persons who are legal residents of the United States of America, excluding New York and Florida, and who are at least thirteen (13) years of age at the time of entry. Sweepstakes may only be entered from and in eligible jurisdictions. Sweepstakes Entities and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Sweepstakes including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. In the event of a dispute as to the identity of an entrant, entry will be declared made by the registered account holder submitted at the time of entry. The registered account holder is deemed to be the natural person who is assigned the submitted e-mail address by the relevant Internet service provider, online access provider or other organization (e.g., business, educational institution, etc.) that is responsible for

assigning e-mail addresses for the domain associated with the submitted e-mail address. With respect to any winning entry, the winner may be required to provide Administrator with proof that the person is the registered account holder of the e-mail address associated with the winning entry. By entering the Sweepstakes, entrants agree to comply with and be bound by these Official Rules and the decisions of the Administrator, which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

PRIZES: Twenty (25) Prizes will be awarded for each of the thirty-one (31) participating Madonna concert date prize pools as set forth below, each prize consisting of two (2) general admission pit tickets to such concert. Dates subject to change. Winner and guest(s) must abide by all venue policies. Prize will not be awarded to anyone who Sweepstakes Entities and/or venue personnel deem to be intoxicated and may be a safety risk. Transportation and accommodations are not included and are the sole responsibility of each winner. Approximate Retail Value of each Prize is: One Hundred Eighty Dollars and No Cents (\$180.00), depending on event date.

Wells Fargo Center in Philadelphia, PA scheduled to take place on August 28, 2012

TD Garden in Boston, MA scheduled to take place on September 4, 2012

Boardwalk Hall in Atlantic City, NJ scheduled to take place on September 15, 2012

United Center in Chicago, IL scheduled to take place on September 19, 2012

United Center in Chicago, IL scheduled to take place on September 20, 2012

Verizon Center in Washington, D.C. scheduled to take place on September 23, 2012

Verizon Center in Washington, D.C. scheduled to take place on September 24, 2012

Key Arena in Seattle, WA scheduled to take place on October 2, 2012

Key Arena in Seattle, WA scheduled to take place on October 3, 2012

HP Pavilion in San Jose, CA scheduled to take place on October 6, 2012

HP Pavilion in San Jose, CA scheduled to take place on October 7, 2012

Staples Center in Los Angeles, CA scheduled to take place on October 10, 2012

Staples Center in Los Angeles, CA scheduled to take place on October 11, 2012

MGM Grand in Las Vegas, NV scheduled to take place on October 13, 2012

MGM Grand in Las Vegas, NV scheduled to take place on October 14, 2012

US Airways Center in Phoenix, AZ scheduled to take place on October 16, 2012

Pepsi Center in Denver, CO scheduled to take place on October 18, 2012

American Airlines Center in Dallas, TX scheduled to take place on October 20, 2012

American Airlines Center in Dallas, TX scheduled to take place on October 21, 2012

Toyota Center in Houston, TX scheduled to take place on October 24, 2012

Toyota Center in Houston, TX scheduled to take place on October 25, 2012

New Orleans Arena in New Orleans, LA scheduled to take place on October 27, 2012

Sprint Center in Kansas City, MO scheduled to take place on October 30, 2012

Scottrade Center in St. Louis, MO scheduled to take place on November 1, 2012

Xcel Energy Center in St. Paul, MN scheduled to take place on November 3, 2012

Xcel Energy Center in St. Paul, MN scheduled to take place on November 4, 2012

CONSOL Energy Center in Pittsburgh, PA scheduled to take place on November 6, 2012

Joe Louis Arenain Detroit, MI scheduled to take place on November 8, 2012

Quicken Loans Arena in Cleveland, OH scheduled to take place on November 10, 2012

Time Warner Cable Arena in Charlotte, NC scheduled to take place on November 15, 2012

Philips Arena in Atlanta, GA scheduled to take place on November 17, 2012

There will be only one prize per winner. 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 or assigned except to a surviving spouse living in the same household. 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 Sweepstakes 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.

Any valuation of the prize(s) 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. Prizes are not transferable, redeemable for cash or exchangeable for any other prize.

SELECTION OF WINNERS: Winners will be selected on or about April 6, 2012, in random drawings from among all eligible entries received. The drawings will be conducted by Administrator, whose decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects. 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 Sweepstakes, or obtained winner status using fraudulent means. All potential winners are subject to verification by Administrator. An entrant is not a winner of any prize, even if the

Sweepstakes should so indicate, unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete. Administrator will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play and is void and will not be honored.

Odds of winning a prize depend on the number of eligible entries received. Potential winners will be notified by telephone, e-mail and/or regular mail and must meet all eligibility requirements. Return of a prize or prize notification as undeliverable, or inability of Administrator to contact a potential winner by telephone or e-mail within forty-eight (48) hours of selection, may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by random drawing. In such case, Administrator will conduct no more than two (2) additional random draws in an attempt to determine an eligible alternate winner.

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 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 Sweepstakes may require entrant to enter its email address and certain other personal information. Entrants are informed that the personal data collection in connection with this Sweepstakes will be collected by Administrator's servers and computer systems, which are based in the United States and such collection will therefore be subject to applicable United States laws. You may withdraw your personal data upon request; however, you will be disqualified as an entrant in this Sweepstakes if you withdraw your personal data prior to the determination of the winner(s) and fulfillment of the prize(s). Entrants agree that the Administrator may disclose to third parties all personal information obtained from entrants and use such information for marketing and other purposes. Winners may be required to complete, sign, notarize and return an affidavit of eligibility/liability release and a publicity release, which must be returned, properly executed, within three (3) days of issuance of prize notification. If the winner is under eighteen (18) years of age, the affidavit of eligibility/liability release and publicity release must be executed by the winner and one or both parents or legal guardians, depending upon the state of residence of the winner. If these documents are not returned properly executed, or are returned to Administrator as undeliverable, or if any given prize winner does not otherwise comply with the Official Rules, the prize will be forfeited and awarded to an alternate winner.

GENERAL CONDITIONS/RELEASE: The Sweepstakes 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. Only eligible entries actually received by 11:59 PM ET on April 1, 2012, during the specified Sweepstakes entry period, will be included in the prize drawing. Any automated receipt (such as one confirming delivery of e-mail) does not constitute proof of actual receipt by Administrator of an entry for purposes of these Official Rules. By participating, entrants (a) release Sweepstakes 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 Sweepstakes, 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 Sweepstakes Entities nor any service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any online service or Website or to

complete a telephone call or facsimile transaction, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage to participant's or any other person's computer or television related to or resulting from participation in this Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW. Sweepstakes Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of entrants, technical failures or any other causes which in the opinion of and/or Sweepstakes Entities, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sweepstakes Entities reserve the right at their sole discretion to disqualify any suspect entry or entrant and to cancel, terminate, modify or suspend the Sweepstakes. 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 as of the date of the termination, cancellation or suspension, as Sweepstakes Entities determine in their sole discretion. Entries 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes Entities in connection with the Sweepstakes, 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.

OFFICIAL RULES: For a copy of the Official Rules, mail a self-addressed stamped envelope by first class mail to TICKETMASTER: REDEEM MDNA PIT TICKETS TO MADONNA SWEEPSTAKES, Sweepstakes Rules, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. Sweepstakes entrants are hereby authorized to copy these official rules on the condition that it will be for their personal use and not for any commercial purpose whatsoever.

WINNER'S LIST: A winner's list is available only within sixty (60) days after the close of the Sweepstakes. Mail request to Sweepstakes Winners, TICKETMASTER: REDEEM MDNA PIT TICKETS TO MADONNA SWEEPSTAKES, 7060 Hollywood Blvd., 4th Floor, Hollywood, CA 90028, Attention: Tammy LeMelle. 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 Sweepstakes Entity, or the inclusion of a product or service as a prize, does not imply any

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