OFFICIAL RULES OF THE NEW KIDS ON THE BLOCK 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, AND WHO ARE AT LEAST EIGHTEEN (18) YEARS OF AGE AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES NAME: NEW KIDS ON THE BLOCK SWEEPSTAKES ("Sweepstakes"). VOID WHERE PROHIBITED BY LAW.

SPONSOR and ADMINISTRATOR: The Sponsor of the Sweepstakes is Musictoday LLC ("Sponsor"). The administrator of the Sweepstakes is Ticketmaster, LLC ("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 12:00 PM Pacific Time on March 25, 2013 and ends at 12:00 PM Pacific Time on April 30, 2013.

METHOD OF ENTRY: Enter via Internet by pre-ordering the limited edition deluxe New Kids On The Block box set located at http://nkotb10.shop.musictoday.com, during the specified entry period. Entrants will be asked to provide contact and billing information, including name, age, method of payment, billing and/or mailing address, email address and telephone number. Entrants must be the registered subscriber of the email account from which the entry is made.

Alternately, for free method of entry, send an email to lisa.musictoday@gmail.com and include your name, email address, country, phone number and date of birth no later than 12:00 PM Pacific Time on April 30, 2013.

One entry per person will be entered into the Sweepstakes. Although subsequent attempts to enter may be received, only entrant’s first entry during the specified Sweepstakes entry period will count. 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, and who are at least eighteen (18) 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 about the identity of an entrant, each entry will be declared made by the registered account holder of the e-mail address submitted at 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 judges which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

**PRIZING:** There are a total of thirteen (13) prizes, each of which to be distributed at random, one (1) prize per winner:

One (1) Grand Prize consisting of a New Kids on the Block Cruise trip ("Trip"). Trip includes round trip, coach class air transportation for one (1) from the major airport nearest Grand Prize winner's home within the U.S to Miami, FL departing May 17, 2013 and returning May 22, 2013; one (1) double occupancy standard hotel room for one (1) night on May 17, 2013; one (1) cabin for one (1) on board the Carnival Victory cruise ship, scheduled to depart from Miami, FL on May 18, 2013 and travel to Half Moon Cay and Nassau, Bahamas returning on May 22, 2013. Approximate Retail Value of the Grand Prize is: Three Thousand One Hundred Dollars and No Cents ($3,100.00), depending upon winner's point of travel origin and airfare fluctuations at the time of taking the trip. Any difference between stated approximate retail value and actual value of prize will not be awarded. Selection of airline, hotel, and cruise cabin location are solely within Sweepstakes' Entities discretion. All other expenses not specifically mentioned herein are solely the winner's responsibility. Winner will be required to provide a credit card to hotel and cruise ship operator to cover incidentals which are not included in prize package. Administrator reserves the right to provide ground transportation in lieu of air transportation if the winner resides within two hundred (200) miles from either trip destination. Ground transportation is NOT being provided and is the sole responsibility of winner. All travel must be taken on dates specified; no alternative travel dates are available or prize will be forfeited and may be awarded to an alternate. All travel subject to availability and restrictions. Winner must sign and return a travel release before any ticketing of travel occurs. Winner must have all necessary identification and/or travel documents (e.g., a valid U.S. driver's license and government issued passport) required for travel to Bahamas. Winner understands that there are inherent risks involved in travel and that these risks may be present before, during and after the trip. Sweepstakes Entities reserve the right to revoke full or partial prize from any winner or winner's guest who it an d/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Sweepstakes Entities into disrepute.

Twelve (12) Runner Up Prizes:

Five (5) Autographed NKOTB Box Set Prizes each consisting of one (1) autographed New Kids On The Block CD; one (1) Live From Fenway Park DVD, featuring performance by New Kids On The Block; one (1) piece of the NKOTB banner that hung over the Green Monster at Fenway Park in Boston on June 11, 2011; and one (1) set of five coasters. Approximately Retail Value of each Autographed NKOTB Box Set Prize is: Sixty Dollars ($60).

Five (5) Personalized Outgoing Voicemail Prizes each consisting of one (1) personalized outgoing voicemail greeting from one (1) member of New Kids On The Block band on winner's cell phone. Sweepstakes Entities will select one (1) band member at their sole discretion. Approximately Retail Value of each Personalized Outgoing Voicemail Prize is: Twenty Dollars ($20).

Two (2) Meet and Greet Prizes ("MG"), each consisting of one (1) winner and guest to meet and greet with members of the band at winner's choice of one (1) of the participating New Kids On The Block concert set forth below. Artist restrictions may apply. Winner must select event within five (5) days of winning or forfeits the prize. Winner and guest will be required to sign a release of liability to participate in MG prize. Parking, travel and accommodations not included and are the sole responsibility of winner. Approximately Retail Value of each Meet and Greet Prize is: Zero Dollars ($0).

Mohegan Sun in Uncasville, CT scheduled to take place on May 28, 2013
Mohegan Sun in Uncasville, CT scheduled to take place on May 29, 2013
Mohegan Sun in Uncasville, CT scheduled to take place on May 31, 2013
Nassau Coliseum in Uniondale, NY scheduled to take place on June 1, 2013
TD Garden in Boston, MA scheduled to take place on June 2, 2013
TD Garden in Boston, MA scheduled to take place on June 3, 2013
Scotiabank Place in Ottawa, ONT Canada scheduled to take place on June 4, 2013
Air Canada Centre in Toronto, ONT Canada scheduled to take place on June 7, 2013
The Palace of Auburn Hills in Auburn Hills, MI scheduled to take place on June 8, 2013
Quicken Loans Arena in Cleveland, OH scheduled to take place on June 9, 2013
Consol Energy Center in Pittsburgh, PA scheduled to take place on June 11, 2013
Izod Center in East Rutherford, NJ scheduled to take place on June 13, 2013
Verizon Center in Washington, DC scheduled to take place on June 14, 2013
Wells Fargo Center in Philadelphia, PA scheduled to take place on June 15, 2013
Barclays Center in New York, NY scheduled to take place on June 16, 2013
Bridgestone Arena in Nashville, TN scheduled to take place on June 18, 2013
Time Warner Cable Arena in Charlotte, NC scheduled to take place on June 19, 2013
Philips Arena in Atlanta, GA scheduled to take place on June 20, 2013
Amway Center in Orlando, FL scheduled to take place on June 21, 2013
BB&T Center in Fort Lauderdale in FL scheduled to take place on June 22, 2013
KFC Yum! Center in Louisville, KY scheduled to take place on June 24, 2013
US Bank Arena in Cincinnati, OH scheduled to take place on June 25, 2013
Toyota Center in Houston, TX scheduled to take place on June 27, 2013
American Airlines Center in Dallas, TX scheduled to take place on June 28, 2013
Chesapeake Energy Arena in Oklahoma City, OK scheduled to take place on June 29, 2013
Scottrade Center in St. Louis, MO scheduled to take place on June 30, 2013
Staples Center in Los Angeles, CA scheduled to take place on July 5, 2013
Mandalay Bay Events Center in Las Vegas, NV scheduled to take place on July 6, 2013
HP Pavilion in San Jose, CA scheduled to take place on July 7, 2013
Tacoma Dome in Tacoma, WA scheduled to take place on July 9, 2013
Rogers Arena in Vancouver, BC scheduled to take place on July 10, 2013
HP Pavilion in San Jose, CA scheduled to take place on July 12, 2013
Honda Center, Anaheim, CA scheduled to take place on July 13, 2013
Jobing.Com Arena in Glendale, AZ scheduled to take place on July 14, 2013
Bank Center in Broomfield, CO scheduled to take place on July 16, 2013
Allstate Arena in Rosemont, IL scheduled to take place on July 18, 2013
Allstate Arena in Rosemont, IL scheduled to take place on July 19, 2013
Target Center in Minneapolis, MN scheduled to take place on July 20, 2013
Sprint Center in Kansas City, MO scheduled to take place on July 21, 2013
Verizon Wireless Arena in Manchester, NH scheduled to take place on July 25, 2013
Trump Taj Mahal in Atlantic City, NJ scheduled to take place on July 26, 2013
Air Canada Centre in Toronto, ON scheduled to take place on July 28, 2013
Times Union Center in Albany, NY scheduled to take place on August 1, 2013
First Niagara Center in Buffalo, NY scheduled to take place on August 2, 2013
Schottenstein Center in Columbus, OH scheduled to take place on August 3, 2013
Bankers Life Fieldhouse in Indianapolis, IN scheduled to take place on August 4, 2013

Winner and guest(s) must abide by all venue policies. Parking, travel and accommodations not included and are the sole responsibility of winner. Sweepstakes Entities reserve the right to not award any prize to, or to revoke full or partial prize from, any winner or winner's guest who Sweepstakes Entities and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Sweepstakes Entities into disrepute. The prize is non-transferable and resale of tickets is prohibited.

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. 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. A Form 1099 will be issued to winner for value of prize $600 or more. Prizes are not transferable, redeemable for cash or exchangeable for any other prize.
SELECTION OF WINNERS: Winners will be selected on or about May 2, 2013, in a random drawing from among all eligible entries received. The drawing 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 and/or e-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 seventy two (72) 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, up to three (3) alternate drawings may be held, time permitting, after which the applicable prize will remain unawarded.

PUBLICITY, PRIVACY AND 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). If entrant opts in, entrant agrees that Administrator may use and disclose to third parties personal information obtained from entrants for marketing 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 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 12:00 PM Pacific Time on April 30, 2013 will be included in the prize drawing. Any automated receipt (such as one confirming delivery of text message or e-mail) does not constitute proof of actual receipt by Administrator of an entry 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.
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. Sweepstakes Entities maintain no control over the personnel,
equipment, or operation of any air, water or surface carrier, ship line, bus or limousine company,
transportation company, hotel, restaurant, or other person or entity furnishing service, products, or
accommodations as a part of the prize packages. Sweepstakes Entities shall not be liable for any
injury, damage, loss, expense, accident, delay, inconvenience, or other irregularity that may be
caused or contributed to (1) by wrongful, negligent, or unauthorized act or omission on the part of
Sweepstakes Entities or any other person or entity furnishing service, products, or
accommodations as a part of the prize packages or any of their agents, servants, employees, or
independent contractors, (2) by any defect in or failure of any vehicle, equipment, instrumentality,
service, product, or accommodation that is owned, operated, furnished, or otherwise used by
Sweepstakes Entities or any person or entity furnishing service, products, or accommodations as a
part of the prize packages, (3) by the wrongful, negligent, or unauthorized act or omission on the
part of any other person or entity not an employee of the Sweepstakes Entities, or (4) by any
cause, condition, or event whatsoever beyond the control of Sweepstakes Entities.

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.

WINNER'S LIST: A winner's list is available only within sixty (60) days after the close of the
Sweepstakes. Mail request to New Kids on The Block Music Today #1229 WINNERS LIST, c/o Live
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 © 2013 Live Nation Entertainment, Inc.