OFFICIAL RULES

OFFICIAL RULES OF THE YELAWOLF HOB NOLA RT2W 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, WHO ARE AT LEAST EIGHTEEN (18) YEARS OF AGE AND WHO HAVE A VALID TWITTER ACCOUNT AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. SWEEPSTAKES NAME: YELAWOLF HOB NOLA RT2W SWEEPSTAKES ("Sweepstakes"). VOID WHERE PROHIBITED BY LAW.

SPONSOR and ADMINISTRATOR: The Sponsor of the Sweepstakes is Live Nation Worldwide, Inc. ("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 12:00 PM CT on July 18, 2012 and ends at 12:00 PM CT on July 20, 2012.

METHOD OF ENTRY: Enter via Internet by going to www.Twitter.com and follow HOB New Orleans at www.Twitter.com/HOBNOLA, then post the message "Catch @Yelawolf's Slumerican Tour here at @HOBNOLA on 9/27 - http://bitly.com/MzXkPI. RT for a chance to win 2 tickets!" from HOBNOLA on your Twitter account with a reply to @HOBNOLA. Entrants must be the registered subscriber of the Twitter account where the Message is posted.

One entry per valid Twitter account 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, who are at least eighteen (18) years of age and who have a valid Twitter account 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 Twitter account from which the entry was submitted at time of entry. The registered account holder is deemed to be the natural person who is assigned the submitted Twitter account by Twitter. 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 Twitter account 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.

PRIZES: One (1) Grand Prize consisting of two (2) general admission tickets to Yelawolf concert at House of Blues New Orleans in New Orleans, LA scheduled to take place on September 27, 2012. Parking, transportation and accommodations not included and are the sole responsibility of winner. Approximate Retail Value of the Grand Prize is: Forty-Four Dollars and No Cents ($44.00).

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 July 20, 2012, 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, 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 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, 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 12:00 PM CT on July 20, 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 YELAWOLF HOB NOLA RT2W Sweepstakes Rules, C/O Live Nation Entertainment, 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, YELAWOLF HOB NOLA RT2W, C/O Live Nation Entertainment, 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 (residents of VT and WA may omit return postage).

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 Worldwide, Inc.