

“WHY MY WARRIOR” OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY. “Why My Warrior” (the “Contest”) begins at 11:00 a.m. CST on August 30, 2017, and ends at 11:59 p.m. CST on December 29, 2017 (the “Promotion Period”).

ELIGIBILITY. In order to be eligible for entry into the Contest, you must be a legal resident of the United States of America and 18 years or older at the time of entry with a unique valid Social Security number. Employees of Sponsor or its subsidiaries, affiliates, franchisees, licensees, contractors, distributors, sales representatives, retailers, advertising and promotion agencies, officers and representatives of Sponsor (collectively, “Released Parties”), or members of their immediate family (mother, father, sisters, brothers, daughters, sons and spouse, regardless of where they reside), and/or those living in the same household of each or any of the foregoing, and any others engaged in the development, production, execution or distribution of this Contest are not eligible to participate. Participation in the Contest constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all guidelines, restrictions, and requirements set forth herein. The Contest is sponsored and administered by Black River Records. Sponsor is responsible for all aspects of this Contest. Void in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, and where prohibited or restricted by law.

HOW TO ENTER: Visit Hannah Kerr’s “HannahKerrMusic” Facebook page during the Promotion Period and share on an official post why someone is your warrior. Posts must include the hashtag #WhyMyWarrior to be valid entries.

In order for an online entry to be valid, entrant must use the hashtag #WhyMyWarrior in the Facebook post. All online entries must be submitted by 11:59 p.m. Central Standard Time before the end date of the Promotion Period. One (1) Entry per Facebook account.

Neither Sponsor nor any Contest Entity is responsible for any online entry that is lost, late, misdirected or undeliverable, whether due to system errors, omissions, interruption, deletions, defects, delay in operations or transmission, theft or destruction or failure, faulty transmissions or other telecommunications malfunctions, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, faulty transmissions, technical malfunctions, or otherwise.

A Prize drawing will be held each Wednesday during the Promotion Period as follows: Entries must be submitted on each Tuesday during the Promotion Period by 11:59 p.m. CST and thereafter until completion of Contest (TBD by Sponsor in its own discretion). The weekly Winner will be selected by Hannah Kerr or her agent and announced within twenty-four (24) hours.

All entries (not just weekly winners) will be automatically eligible for the Grand Prize Warrior Weekend in Nashville, Tennessee, the dates of which shall be determined in the first quarter of 2018.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed submitted by the authorized account holder of the Facebook account. The authorized

account holder is the natural person who is assigned to the Facebook account by an Internet access provider, online service provider, or other organization that is responsible for assigning the Facebook account, or the domain associated with the submitted Facebook account or email address. Potential winners may be required to show proof of being the authorized account holder.

By joining Facebook, you indicate that you have read and agree to accept the Facebook Terms of Service and Privacy Policy. Membership in Facebook.com is free. Normal Internet access and usage charges imposed by your online service will apply. If you opt to receive Sponsor's Facebook posts via your wireless mobile device (which may only be available via participating wireless carriers), standard text messaging rates, airtime and carrier charges will apply for each text message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. You understand that by participation in this Contest via mobile phone or text message, if you are a potential winner, the Sponsor may contact you via mobile phone or text message, or through Facebook, which will be subject to the charges pursuant to your carrier's rate plan. It is your sole responsibility to notify the Sponsor in writing if you change your Account. Winner will be determined by Hannah Kerr in conjunction with Black River Entertainment.

PRIZES.

The weekly Prizes, in no particular order, are listed as: one (1) signed copy of Hannah Kerr "Overflow" compact disc (value \$20); one (1) Warrior T-Shirt (value \$20); one (1) Alex & Ani Arrow bracelet (value \$68). The total value of the weekly prizes is approximately \$108.00.

The Grand Prize Winner shall be entitled to, in no particular order: roundtrip airfare for two (2) to Nashville, Tennessee (from the continental United States only) (value \$1,000); two (2) nights hotel accommodations, double occupancy (value \$400); two (2) suite tickets to a Nashville Predators home game, the date of which shall be mutually agreed upon by Winner and Sponsor, but must occur during the 2017-2018 upcoming season (value \$200); dinner for two (2) with Hannah Kerr and a label representative (value \$200); one (1) \$250 Visa gift card (value \$250); and one (1) Alex & Ani Arrow bracelet (value \$68). The total value of the Grand Prize is approximately \$2,118.00.

Each Prize winner is required to comply with any and all applicable federal, state, and local law, rules and regulations. Any taxes imposed on the income of the Prize winner as a result of winning the Prize and all other expenses not specifically mentioned herein as part of the Prize are solely the responsibility of the Prize winner. No transfer or substitution of Prize is allowed except at the sole discretion of the Sponsor. **There is no cash alternative offered, except at the sole discretion of Sponsor.** The value of the Prize may be taxable as income and Winner is solely responsible for all matters relating to the Prize, including, but not limited to all applicable federal, state, and local taxes that become due with respect to the Prize.

PRIZE WINNERS. Except where prohibited, potential US prize winners may be sent a confirming letter and an affidavit of eligibility/liability/publicity release within twenty-four (24) hours of winning or may be notified by email, Facebook post, telephone and/or USPS mail, or other delivery service of Sponsor's choice. If a potential winner cannot be contacted within twenty-four (24) hours of the first attempt to contact him/her or if he/she fails respond to the Sponsor within twenty-four (24) hours, or if he/she fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period, an alternate entrant will be selected in his/her place at random from among all eligible entries received. **It is the prize winner's responsibility to visit the Black River**

Entertainment Office located at 12 Music Circle South, Nashville, Tennessee 37203 to pick up their winnings. The Sponsor is not required to deliver any prizes at any time during the duration of the contest unless Sponsor chooses to deliver prizes at Sponsor's sole discretion.

DRAWINGS. On each Wednesday during the Promotional Period, Hannah Kerr will select one (1) prize winner, in a random drawing, from among all eligible entries received for that Entry Period in compliance with all provisions of these Official Rules during the Promotion Period. The Entry Period will run from 12:00 a.m. CST to 11:59 p.m. EST (the "Entry Period"), according to the dates listed in the "How to Enter" Section, and all entries must be submitted during this time in order to be included for that Entry Period drawing. All non-winning eligible entries from the previous drawing will carry over to any subsequent Contest or Drawings for the Grand Prize. Judges decisions are final. Odds of winning depend upon the total number of eligible entries received for the Entry Period.

All taxes, if applicable, are the sole responsibility of the winners. Upon initial notification and verification of a winner, confirmation will be sent to winner(s) as noted above. Prize winners may be required to sign an Affidavit of Eligibility and Liability/Publicity Release and return the Affidavit within twenty-four (24) hours after the announcement of the winner. If a prize or prize notification is returned as unclaimed or undeliverable to a potential winner, if potential winner cannot be reached within twenty-four (24) hours from the first notification attempt, if potential winner fails to return requisite documents within the specified time period, or if a potential winner is not in compliance with these Official Rules, then such person shall be disqualified and, at Sponsor's sole discretion, an alternate winner may be selected by random drawing from a pool of all eligible entries. The potential winner is subject to verification before any prize will be awarded.

INTERNET LIMITATIONS OF LIABILITY: Sponsor reserves the right, in its sole discretion, to cancel, terminate, suspend and/or modify the Contest, or any part of it, at any time, without notice, and to cancel, terminate, modify or suspend the Contest in whole or in part, at any time, without notice and award prizes by a random drawing from all non-suspect eligible entries received as of the termination/suspension date, if any infection, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond Sponsor's control, affects the integrity or proper conduct of the Contest. Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process or the operation of the Contest or is determined to be acting in violation of these Official Rules or in a disruptive manner. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for lost, late, incomplete, illegible, incorrect, delayed, garbled, undelivered, or misdirected entries; theft, destruction or unauthorized access to, or alteration of, entries; failures or malfunctions of phones, phone lines or telephone or data transmission systems; interrupted or unavailable network, server or other connections; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or any technical problem, including but not limited to any injury or damage to any person's computer related to or resulting from Contest participation; typographical, printing or other errors or omissions in these Official Rules, in any Contest-related advertisements or other materials, or other problems or errors of any kind whether computer, network, mechanical, human, electronic, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, in the processing of

entries, in the selection or announcement of winners or in the awarding of prizes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

GENERAL RULES OF PARTICIPATION. This Contest is subject to all applicable federal, state/provincial and local laws, without regard to its conflict of laws principles. By participating, entrants and their participating entities agree to be bound by these Official Rules and the decisions of the Sponsor and waive any right to challenge the decision of the Sponsor regarding any claim of ambiguity in the Contest or these Official Rules, whose decision shall be binding. Contest Entities are not responsible for lost, late, misdirected, undeliverable or incomplete entries, whether due to system errors or failure, faulty transmissions or other telecommunications malfunctions, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, faulty transmission, technical malfunctions, or otherwise. Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants, Sponsor, or Contest Entities. If for any reason this Contest is not able to be conducted as planned, including, but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and randomly draw from those entries received up to the cancellation/suspension date. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.**

NO LIABILITY: By participating, entrants agree to release, discharge, indemnify and hold harmless the Contest Entities and Facebook and each of their respective officers, directors, employees, representatives and agents from and against any claims made by winners, entrants, or any other third parties, related in any way to the operation of this Contest as well as any other claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest. The participants also acknowledge that this Contest and promotion is not in any way sponsored by, endorsed by, administered by, or associated with Facebook.

OTHER TERMS AND CONDITIONS. The Contest is subject to all applicable federal, state, and local laws. By participating in the Contest, entrants agree to be bound by these Official Rules and agree that: 1) Sponsor and its designees and assigns shall have the right and permission to use (unless prohibited by law) the winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media, in perpetuity, without further notice, permission or compensation; 2) Sponsor, Facebook, and its designees and assigns and all of their respective officers, directors, employees, representatives and agents ("Released Parties") shall have no

liability and entrant will indemnify, defend and hold Released Parties harmless from any liability, loss, injury, or damage to entrant themselves or any other person or entity, including personal injury, death or damage to personal or real property, to entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize (including any prize activity or travel related thereto) or participation in this Contest; and (3) Released Parties are not responsible for typographical or other errors in the offer or administration of any Contest, including but not limited to errors in the advertising, Official Rules and selection and announcement of the winner. Entrants further acknowledge that Released Parties 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, but not limited to, its quality or fitness for a particular purpose. Entrants further acknowledge that said parties 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, but not limited to, its quality or fitness for a particular purpose.

You may be asked or required to enter certain personal identifying or other personal information in order to become eligible to participate in the Contest. Black River may use that information internally or for other advertising, promotional or marketing purposes. That information may be disclosed to a third-party as part of this Contest. We may also ask your permission to allow us to publicly post some of your information on the Website, such as on a winner's page, in the event you win the Contest. Except as required by applicable law, we will not post your information without your permission. In some instances, a third party advertiser or sponsor may operate or host a contest or sweepstakes on the Website, and collect your information. In those cases, where we are not the operator or host of the contest or sweepstakes, we do not collect your information and we have no control over the information collected from you. Accordingly, we urge you to review the advertiser's or sponsor's privacy policy applicable to the contest or sweepstakes before participating.

DISPUTES. By entering the Contest, entrants agree that 1) any and all disputes, claims, and causes of action arising out of or connected with the Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action; 2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest but in no event attorneys' fees; and 3) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor or the Released Parties in connection with the Contest, shall be governed by, and construed in accordance with the laws of the State of Tennessee. Any legal proceedings arising out of this Contest or relating to these Official Rules shall be instituted only in the federal or state courts of Tennessee, and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The value of the prize(s) set forth above represents Sponsor's good faith determinations of the ARV

thereof and such determinations are final and binding and cannot be appealed. If the actual value of any prize turns out to be less than the stated ARV, the difference will not be awarded in cash.

PRIVACY: By entering this Contest you agree to our collection, use and disclosure of your personal information for this purpose. Follow the link to Black River Entertainment's Privacy Policy for additional information about how personal information may be used.

WINNER'S LIST REQUEST: To receive a list of the prize winners, send a self-addressed, stamped (business size) envelope to: Black River Entertainment Office located at 12 Music Circle South, Nashville, Tennessee 37203

SPONSOR: Black River Entertainment, Office located at 12 Music Circle South, Nashville, Tennessee 37203