**Def Leppard Instagram Sweepstakes**

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER THE SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. BY PARTICIPATING IN THIS PROMOTION, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES AND REPRESENT THAT YOU SATISFY ALL OF THE ELIGIBILITY REQUIREMENTS SET FORTH HEREIN. ALL US FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. SWEEPSTAKES. Def Leppard Instagram (“Sweepstakes”) begins on Oct 17, 2017 and ends on October 27, 2017 (known as the “Sweepstakes Period”). Winners will be drawn at the end of the Sweepstakes Period and will receive the prizes described below.
2. ELIGIBILITY. The Sweepstakes is open to U.S. residents who are at least 18 years of age or older at the time of entry (“Entrant”). Employees of Def Leppard and its affiliated companies, its advertising and promotion agencies, and the directors, officers, employees and agents of each of them and their immediate families and/or household residents are not eligible to enter. By participating, Entrant agrees to abide by these Official Rules and the decisions of Def Leppard, which are final and binding in all respects. The Sweepstakes is void outside of the United States and where prohibited. All entries must be received by 11:59 PM EDT on the last day of the Sweepstakes Period. Incomplete entries are void. By entering, Entrants acknowledge compliance with these Official Rules, including all eligibility requirements. All entries become the property of Def Leppard and will not be returned or acknowledged. Entrants waive all rights and remedies at law or in equity for any claim they may have relating to this promotion. Def Leppard will determine eligibility.
3. HOW TO ENTER. A. ONLINE: To enter online, go to <https://gleam.io/XZlKw/def-leppard-instagram-sweepstakes> and complete registration. One (1) person that “follows” & “enters an image or video” by the end of the sweepstakes period wins. Def Leppard is not responsible for any problems or technical malfunction of any telephone network or lines, computer on‐line systems, servers, access providers, computer equipment, software, failure of any email or entry to be received by Def Leppard on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof including any injury or damage to an Entrant’s or any other person’s computer related to or resulting from playing or downloading any materials in this promotion. Def Leppard reserves the right, in its sole discretion, to cancel or suspend the Sweepstakes should a virus, bug or other cause beyond the reasonable control of Def Leppard corrupt the security or proper administration of the Sweepstakes. Any attempt to deliberately damage any website or undermine the

legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Def Leppard reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

1. CONDITIONS OF ENTRY. Entrants may only enter once during the Sweepstakes Period.
2. SELECTION OF WINNERS. Gleam.io clock will be the official time keeper for all sweepstakes. Def Leppard will select at random one (1) entrant at the end of the Sweepstakes Period. Entrants are limited to one win during the Sweepstakes. Winners will be announced online on the Def Leppard Instagram page. The winners will be notified by email within 7 business days of the selection. If a winner does not respond within 3 business days of this notification to claim his or her prize, or if any winner does not meet the eligibility criteria, such winner will be disqualified and a new winner will be chosen. If, in Def Leppard’s opinion, there is any suspected or actual evidence that the integrity of the Sweepstakes has been compromised, Def Leppard reserves the right to terminate the Sweepstakes and to award the prizes using all eligible entries received as of the termination date. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on the Def Leppard website. Sponsor’s decisions concerning selection of winners, as well as all other matters relating to any Sweepstakes, are final and binding.
3. PRIZES AND ODDS OF WINNING. One (1) winner will be selected at the end of the giveaway term to win one (1) Hysteria 30th Anniversary Edition LP signed by Joe Elliott, Phil Collen, Rick Allen, Rick Savage, and Vivian Campbell ($300.00), one (1) Hysteria Album Tee ($24.95) and one (1) Def Leppard Tall Mug ($17.95). The total VRV ("Verifiable retail value" defined as the price at which a promoter or sponsor can demonstrate that a substantial number of prizes have been sold at retail by a person other than the promoter or sponsor) of all prizes awarded during the Sweepstakes Period is $342.90. Dollar amounts are expressed in U.S. currency. Odds of winning a sweepstakes will depend on the number of eligible entries received for the applicable sweepstakes. Prizes are non-­‐transferable, and no prize substitutions or cash redemptions are allowed. Income and other taxes, if any, on prizes are the winners’ sole responsibility. All prizes will be awarded according to these rules and distributed no later than six (6) months from the end of the Sweepstakes Period.

7. LICENSE AND RELEASE. a. By entering the Sweepstakes, each Entrant grants to Def Leppard an exclusive, royalty-free, world‐wide, perpetual and irrevocable right and license to display, distribute, reproduce, publish and create derivative works of the entries, in whole or in part, in any media now existing or subsequently developed, for any purpose, including, but not limited to advertising and promotion of the Def Leppard sweepstakes and commercial products. Def Leppard will not be required to pay any additional consideration or seek any additional approval in connection with such uses. b. Except where prohibited, by entering this Sweepstakes, Entrant agrees to hold harmless Def Leppard and its affiliate companies and the officers, directors, employees and agents of each (individually and collectively for the purposes of this Paragraph) from and against any injuries, losses or damages related in any way to the Entrant’s participation in this promotion, including Def Leppard’s reliance upon the Entrant’s compliance with these rules, and the Entrant’s agreement that Def Leppard may use his or her name and/or biographical data for advertising and promotional purposes on any and all media without additional compensation.

8. DISPUTES AND LIMITATION OF LIABILITY. Entrant agrees that: (A) any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action. (B) any and all claims, judgments and awards shall be limited to actual out-­‐of-­‐pocket costs incurred, including costs associated with entering the 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 for actual out-­‐of-­‐pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION 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, or the rights and obligations of the Entrant and Def Leppard in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. All US federal, state and local laws and regulations apply.

1. PRIVACY PROTECTION AND DATA PROTECTION. By entering the Sweepstakes, Entrants expressly agree that the personal information collected in conjunction with the Sweepstakes was freely given to Def Leppard and will be used to contact the Entrant in the event of winning. Entrant also acknowledges that the personal information will be used for Def Leppard’s internal marketing purposes unless the Entrant opts-­‐out at the time of entry or at any time thereafter. Opting out of participation in marketing activities will not affect the Entrant’s chances of winning. Def Leppard never shares, sells, or otherwise discloses personal data to any non-­‐affiliated company. Data will be stored on servers under contract by Def Leppard and located in New York, New York, USA.
2. GENERAL INFORMATION. Def Leppard reserves the right to amend these Official Rules during the Sweepstakes Period without notice to Entrants. Direct any questions related to this Sweepstakes to defleppard.com@gmail.com during the Sweepstakes Period. Any questions received after the Sweepstakes Period ends will not receive a response.
3. WINNER’S LIST: For the names of the winner(s) of a sweepstakes, please email defleppard.com@gmail.com thirty (30) days following the conclusion of the applicable Promotion. Winners will be posted on Def Leppard’s Facebook page for at least two (2) weeks following the end of the Sweepstakes Period.