

THE ROAD TO SASQUATCH SWEEPSTAKES PRESENTED BY ESURANCE
"OFFICIAL RULES"

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE, QUOTE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **Eligibility:** The Road to Sasquatch Sweepstakes Presented by Esurance ("Sweepstakes") is sponsored by Esurance Insurance Services, Inc., 650 Davis St., San Francisco, California 94111-1922 ("Esurance" or "Sponsor"), and is open only to legal residents of one of the 48 contiguous United States or the District of Columbia who are 18 years of age and older and the age of majority in their state of residence at the time of entry. Employees of Sponsor, Live Nation, Inc. ("Live Nation") and their respective, parent and affiliate companies, and each of their respective officers, directors, agents, representatives and immediate families (spouses, parents, children, siblings, (including "step" as they may apply) and each of their respective spouses, regardless of where they live) or members of their households whether legally-related or not, are not eligible.
2. **Agreement to Official Rules:** By participating in the Sweepstakes, you fully and unconditionally agree to these Official Rules and the decisions of Sponsor, which are final and binding in all matters related to the Sweepstakes. Whether a potential winner receives any applicable prize is contingent upon fulfilling all requirements set forth herein.
3. **Sweepstakes Period:** The "Sweepstakes Period" begins on April 15, 2011 at 12:01 a.m. Pacific Standard Time ("PST"), and ends May 5, 2011 at 11:59 p.m. PST. Sponsor clock shall be the definitive, official clock for the Sweepstakes.
4. **How to Enter:** You may enter the Sweepstakes by visiting the web page located at www.esurance.com/sasquatch/sweeps, completing at least the fields marked "required for entry", and clicking on the "submit" button on the online entry form (an "Entry"). All Entries must be received by Sponsor during the Sweepstakes Period, and all submitted materials including, without limitation, the Entries, become property of Sponsor and shall not be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, mutilated or misdirected Entries, which will be disqualified. Maximum of one (1) entry per person during the Sweepstakes Period.
5. **Prize Winner Selection & Notification:** Sponsor will select one (1) "Grand Prize Winner" by random drawing from among all eligible Entries submitted during the Sweepstakes Period, on or about Monday, May 9. Sponsor's time clock shall be the definitive, official time clock for purposes of the Sweepstakes.

Sponsor will notify the selected potential Grand Prize Winner via e-mail, on or around Tuesday, May 10. The potential Grand Prize Winner must respond to such notification and provide all requested information within three (3) business days of the time the e-mail is sent or risk forfeiting the Grand Prize.

Except where prohibited, Sponsor may require the Grand Prize Winner to execute and return an Affidavit of Eligibility, Liability and, where lawful, Publicity Release (the "Affidavit") within a time period determined by Sponsor in its sole discretion. It is each entrant's sole responsibility to provide a valid, current e-mail address. If any prize notification or Sweepstakes communication is rejected or returned as undeliverable, if a potential winner cannot be reached after a reasonable attempt has been made by Sponsor (as determined by Sponsor in its sole discretion), or if a potential winner fails to respond to a prize winner notification and/or to sign and return the Affidavit within the time periods set forth herein, such winner may be disqualified and an alternate winner may be selected according to the Grand Prize Winner selection and notification criteria set forth above.

6. **Grand Prize**

Subject to verification, the Grand Prize Winner will receive: four (4) VIP passes to the 2011 Sasquatch! Music Festival (currently scheduled for May 27 – 30, 2011) (“Passes”) (ARV of Passes: \$400); \$2,000 spending money, which may be used at the 2011 Sasquatch! Music Festival; one (1) iPad 2 pre-loaded with the Sasquatch! Music Festival application (ARV of iPad 2: \$500); and access to an Esurance representative who will make themselves available (to an extent determined in Sponsor’s sole discretion) to help answer questions and make recommendations with respect to the festival for the Grand Prize Winner (the “Esurance Festival Aficionado”), subject to the additional prize restrictions set forth below. The Esurance Festival Aficionado is a Sponsor employee, and not a representative, employee, or agent of Live Nation, the 2011 Sasquatch! Music Festival, or the festival venue. THE ESURANCE FESTIVAL AFICIONADO IS NOT RESPONSIBLE FOR, NOR SHOULD (S)HE BE RELIED UPON FOR SCHEDULING, BOOKING, OR COORDINATING ANY TRAVEL, FESTIVAL, OR RELATED PLANS, ALL OF WHICH ARE THE SOLE RESPONSIBILITY OF THE GRAND PRIZE WINNER. ANY RECOMMENDATIONS, SUGGESTIONS, INFORMATION, OR ADVICE PROVIDED BY THE ESURANCE FESTIVAL AFICIONADO TO THE GRAND PRIZE WINNER ARE TO BE CONSIDERED AND/OR FOLLOWED AT THE GRAND PRIZE WINNER’S OWN RISK, AND IN CONJUNCTION WITH THE GRAND PRIZE WINNER’S INDEPENDENT RESEARCH REGARDING SAME. The monetary component of the Grand Prize will be delivered to the Grand Prize Winner within approximately 14 days following winner verification. The Passes will be delivered to the Grand Prize Winner approximately 4 days prior to the first day of the 2011 Sasquatch! Music Festival. Grand Prize Winner is solely responsible for all travel and lodging expenses associated with attendance at 2011 Sasquatch! Music Festival, and Passes are subject to restrictions imposed by the venue and the event promoters. Sponsor is not responsible and/or liable for lost or misplaced Passes or in the event that 2011 Sasquatch! Music Festival is postponed or cancelled. THE GRAND PRIZE DOES NOT INCLUDE ANY TRAVEL OR ACCOMMODATIONS.

The Esurance Festival Aficionado portion of the Grand Prize is not estimated to have any monetary value. In the event that the services of the Esurance Festival Aficionado are not desired or used by the Grand Prize Winner or, in Sponsor’s sole discretion, are not required by the Grand Prize Winner due to cancellation of the festival or for any other reason, the Grand Prize Winner will still receive \$2,000, the Passes, and the iPad 2, but the Esurance Festival Aficionado portion of the Grand Prize will not be awarded and no substitution will be awarded. Sponsor may require the Grand Prize Winner's guests to execute a liability release within the timeframe specified by Sponsor. The Grand Prize Winner's guests must be at least 18 or over.

Approximate Retail Value of Grand Prize: \$2,900

Additional Prize Information: All prizes are awarded "AS IS" and WITHOUT WARRANTY, REPRESENTATION OR GUARANTEE OF ANY KIND, express or implied, in fact or in law, whether now known or hereinafter enacted, relative to the use or enjoyment of the prize, including, without limitation, its quality, merchantability or fitness for a particular purpose. Prizes are non-assignable and non-transferable and no prize substitution, transfer, or exchange will be allowed except by Sponsor in Sponsor’s sole discretion, including, without limitation, due to prize unavailability. All federal, state, and local taxes on prizes won, as well as any expenses not specified in these Official Rules, are the responsibility of each winner. An IRS form 1099 will be provided to the IRS in the Grand Prize Winner's name, and the Grand Prize Winner may be required to fill out and return certain tax forms in the time specified by Sponsor. All prizes legitimately claimed will be awarded. No more than the stated number of prizes will be awarded. Additional prize details not specified in these Official Rules will be determined in Sponsor’s sole discretion. Odds of winning the Grand Prize depend upon number of eligible Entries received.

7. **Licenses and Approvals:** You may not submit an Entry on behalf of someone else. By submitting an Entry, you represent and warrant that you meet all eligibility criteria for participation in this Sweepstakes as set forth in these Official Rules. In addition, you acknowledge and agree that by submitting an Entry in this Sweepstakes, you grant Sponsor, its successors, licensees, assigns, promotional partners and third-party marketing entities (the "Authorized Parties") an irrevocable, perpetual, non-exclusive worldwide license to publish, post, display, copy, distribute, transmit, edit, use alone, together or with other works, and otherwise exploit your image, name, likeness, voice, and biographical data in any manner

whatsoever throughout the world, including on the internet, and at any time or times, for any purpose whatsoever (including, without limitation, for advertising and promotional purposes for this and similar promotion), in any and all forms of media, now known or hereafter discovered, without additional compensation, review or approval rights, notification or permission, except where prohibited by law. YOU FURTHER ACKNOWLEDGE THAT IF YOU ARE CHOSEN AS A WINNER, YOUR IDENTIFYING INFORMATION MAY BE DISCLOSED TO THIRD PARTIES INCLUDING, WITHOUT LIMITATION, BEING PLACED ON A WINNERS' LIST.

8. **Limitation of Liability:** Neither Sponsor nor Releasees (as defined herein) are responsible or liable for any of the following: (a) stolen, lost, late, misdirected, damaged, incomplete, inaccurate, or illegible Entries due to technical, computer, mechanical, printing, typographical, human or other errors relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the mailing or transmission of notification or correspondence, the processing of Entries, the announcement of the prize or in any Sweepstakes related materials; (b) technical failures of any kind; (c) failures of any of the equipment or programming associated with or utilized in the Sweepstakes; (d) unauthorized human and/or mechanical intervention in any part of the entry process or the Sweepstakes; (e) technical or human error that may occur in the administration of the Sweepstakes, or the processing of Entries; (f) postage-due winner documentation; or (g) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from your participation in the Sweepstakes or receipt or use of any prize. If for any reason your Entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry into the Sweepstakes, your sole remedy is another Entry in the Sweepstakes during the Sweepstakes Period. Sponsor may rescind any Entry found to contain such errors or failures without liability at Sponsor's sole discretion.

As a condition of participating in this Sweepstakes, YOU AGREE TO RELEASE, INDEMNIFY AND HOLD HARMLESS SPONSOR, LIVE NATION AND EACH OF THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, AND ADVERTISING AND PROMOTION AGENCIES, AND EACH OF THEIR RESPECTIVE AGENTS, REPRESENTATIVES, OFFICERS, DIRECTORS, MEMBERS, SHAREHOLDERS AND EMPLOYEES (COLLECTIVELY, "RELEASEES") FROM AND AGAINST ANY INJURIES, LOSSES, DAMAGES, CLAIMS, ACTIONS AND ANY LIABILITY OF ANY KIND, INCLUDING DAMAGE TO YOUR OR ANY OTHER PERSON'S COMPUTER OR WIRELESS DEVICE, RESULTING FROM, ARISING OUT OF, OR IN CONNECTION WITH YOUR PARTICIPATION IN THE SWEEPSTAKES, INCLUDING WITHOUT LIMITATION, YOUR ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE (INCLUDING ANY TRAVEL OR TRAVEL-RELATED ACTIVITY) OF A PRIZE, OR WHILE PREPARING FOR, PARTICIPATING IN AND/OR TRAVELING TO OR FROM ANY PRIZE OR SWEEPSTAKES-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY. Releasees shall not be liable for any loss or damage to baggage or the loss, theft, or damage of cash, cameras, jewelry, securities, heirlooms, negotiable papers or other valuables that an entrant may suffer at the 2011 Sasquatch! Music Festival. The Grand Prize Winner acknowledges that he/she is solely responsible for any actions, claims or liabilities of his/her guest related to use of the Passes or attendance at 2011 Sasquatch! Music Festival. By accepting the Grand Prize, the Grand Prize Winner agrees to maintain his/her behavior in accordance with all applicable laws and generally-accepted social practices in connection with participation in or attendance at the 2011 Sasquatch! Music Festival. The Grand Prize Winner understands and agrees that Live Nation and/or the venue and 2011 Sasquatch! Music Festival promoters have the right, in their sole discretion, to disqualify and remove the Grand Prize Winner or his/her Guest from any activity at any time if the Grand Prize Winner or his/her Guest's behavior at any point is disruptive or may or does cause damage to person, property, or the reputation of Live Nation, or otherwise violates the policies of Live Nation, the venue, or the promoters.

You agree that the laws of the State of California will govern any and all disputes. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or your and Sponsor's rights and obligations in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without regard for conflicts of law doctrine. Each

entrant agrees to submit to the exclusive jurisdiction of the state and federal courts located in San Francisco County, California, in any action arising from or relating to this Sweepstakes or these Official Rules.

BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED, (IF ANY), NOT TO EXCEED TWO HUNDRED FIFTY DOLLARS (\$250.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED TWO HUNDRED FIFTY DOLLARS (\$250.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANTS IRREVOCABLY WAIVE ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO ALL ENTRANTS.

9. **General Rules:** Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If any provision of this Sweepstakes shall be deemed to violate any federal, state or local law, regulation, or ordinance, then that provision shall be deemed severable from these Official Rules and all other provisions shall remain in full force and effect. If Sponsor is required by applicable federal, state, or local law, regulation, or ordinance, or by action of an administrative agency to cease offering the Sweepstakes in any jurisdiction, Sponsor's reserve the right to (i) terminate the Sweepstakes in such jurisdiction or in its entirety, and/or (ii) cancel and remove from participation in the Sweepstakes any and/or all Entries from entrants residing in such jurisdiction, without penalty and without obligation to any Sweepstakes entrants.

Failure to comply with these Official Rules may result in disqualification from this Sweepstakes. Sponsor reserves the right to permanently disqualify any person it believes has intentionally violated these Official Rules. Entrants further agree to not damage or cause interruption of the Sweepstakes and/or prevent others from entering. Sponsor reserves the right, in its sole discretion, to void Entries of any entrants who Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes. If the Sweepstakes is not capable of running as planned for any reason, or for any other reason whatsoever, Sponsor reserves the right, in its sole discretion, to cancel, modify, or suspend the Sweepstakes. Any person who supplies false information, obtains Entries by fraudulent means, or is otherwise determined to be in violation of these Official Rules in an attempt to obtain any prize will forfeit any prize won and may be prosecuted to the full extent of the law.

10. **Official Rules and Winner List:** For a copy of these Official Rules or a list of Winners, send a self-addressed, stamped, #10 business envelope to "Road to Sasquatch Sweepstakes Presented by Esurance", ATTN: Official Rules (or Winners' List) Request, Esurance, 650 Davis Street, San Francisco, CA 94111, to be received no later than June 30, 2011. VT residents may omit return postage for Official Rules requests. No mechanically reproduced or photocopied requests allowed; only one (1) request per outer mailing envelope.