

OFFICIAL RULES

HOW TO ENTER: No purchase necessary to enter or win. Submit your three best tracks or a link to your myspace page with song titles to be considered via email (music submissions@immergent.com), along with a bio, city of nearest Virgin Megastore, phone number and email address. Ages of participants must also be included (must be 14-24 to enter) and Parental Consent Form must be completed by a parent of each band member 17 and under, notarized and mailed to the address listed on the form. No more than 3 MP3's will be accepted from each band or individual. If you are not able to submit online you can drop off a CD with music to your local Virgin Megastore or mail to Battle of the Bands c/o immergent Records, 2280 Centinela Ave, Los Angeles, CA 90064. See the main page for location information. Entries will be accepted beginning and not before August 20, 2007 through August 31, 2007 at 11:59 p.m., PST. Only one submission is allowed per band either online or in store.

HOW TO WIN: A team of industry professionals will select five to seven (5-7) bands to perform in each Virgin Megastore city. Bands will be notified when and where they will perform beginning September 1, 2007. A valid phone number and email address is required along with your band information upon entry. Votes by attendees at in-store battles will determine the 2-3 bands in each city that will perform in the final city battles. Votes by attendees at in-store final battles will determine the first prize winner for each city (finalists). Each finalist will receive a Virgin Megastore consignment deal on terms to be agreed in their local Megastore.

Beginning September 24, 2007, songs, bio and other user-generated content of each finalist will be posted on the official Battle of the Bands page on the VirginMega Mashup web site for the general public to view. Fans will be encouraged to vote for their favorite band. Only one vote per person will be recorded. The band receiving the most online votes will receive the grand prize of travel and accommodations to attend an exclusive Industry Boot Camp with immergent Records in Los Angeles, track mixing, an evening with Virgin executives and other prizes. The deadline for voting ends September 31, 2007 at 11:59 p.m., PST. Winning band will be announced on October 1, 2007.

LEGAL

As used here, the term participant refers to each member of a band and the entire band collectively.

All participants must be aged 14-24 to be eligible to enter. Band members 17 years or younger must furnish Virgin Entertainment Group a notarized Parental Consent Form with their entry. Selected bands will be required to show verification of age and inability to provide a Parental Consent Form will result in disqualification. Participants contractually committed to any company providing major national and international distribution for their musical compositions are not allowed to enter. Virgin Entertainment Group may use participant information for marketing and demographic purposes. By entering, participant agrees to be bound by these Battle of the Bands rules. Employees of immergent Records and their immediate families are not eligible to participate. This contest excludes Virgin airport locations. The Battle of the Bands contest is governed by and shall be construed under the laws of the State of California, USA.

By entering, participant releases Virgin Entertainment Group, their Directors, Officers, Employees, Representatives, Agents and Advisors (collectively, "Virgin Parties") from any and all liability for any injuries, losses, or damages of any kind resulting from entry or participation, including but not limited to incidental, indirect, or consequential damages under any contract, negligence, strict liability or other legal

or equitable theory to the fullest extent permitted by law some states do not allow the exclusion or limitation of certain damages, so the above limitation and exclusions may not apply to participant. Participant agrees to indemnify and hold harmless the Virgin Parties if they or any of them suffer any injuries, losses, costs, liabilities or damages due to participant's entry infringing or otherwise violating the intellectual property or proprietary rights of any third party. By entering, participant agrees to abide by, and be bound by, all Virgin Entertainment Group decisions relating to this contest, which are final and binding in all respects. Winning participants consent to the use of their name, likeness, prize information, video and photographs without additional compensation for publicity purposes where not prohibited by law.