

#BBMMUSIC CONTEST RULES

("OFFICIAL CONTEST RULES")

CONTEST ("CONTEST") SPONSORED BY RESEARCH IN MOTION LIMITED ("SPONSOR"). CONTEST BEGINS ON November 17, 2011 AT 12:01 A.M. EASTERN TIME ("ET") AND ENDS ON November 17, 2011 AT 11:59 P.M. ET ("CONTEST PERIOD").

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. By participating, entrants agree to be bound by these Official Contest Rules and the decisions of the Sponsor, which are binding and final, without right of appeal, on all matters relating to the Contest. Contest is subject to all applicable federal, provincial, state and local laws. Void where prohibited by law.

1. ELIGIBILITY AND HOW TO ENTER

No purchase necessary. Contest is open to legal residents of Canada (excluding the Province of Quebec) and the United States, including the District of Columbia, who have reached the age of majority in the respective province, state or territory in which they reside at the time of entry, and who are registered Twitter users. Registration on Twitter is free and can be obtained by going to <http://twitter.com> and following the online instructions to open a free account.

To enter, visit <http://twitter.com/blackberry> ("**Contest Website**") and become a follower of @BlackBerry. Periodically throughout the Contest Period, invitations will be posted on the @BlackBerry Twitter page inviting you to enter the Contest ("Contest Invitations") by answering a fun BlackBerry® related question. To enter, answer the question and send a tweet to @BlackBerry from your Twitter account, including #BBMMusic in your message ("**Entry**"). There is a limit of one (1) Entry per person, per Twitter account for each Contest Invitation. In the event of a dispute regarding who submitted an Entry, the account holder of the Twitter account specified will be deemed to be the entrant. Employees or contractors of Sponsor, its affiliated companies, advertising and promotional agencies and immediate family members of, and any persons domiciled with any such employees or contractors, are not eligible to enter. Void where prohibited by law.

2. HOW TO WIN

The entrant who posts the 5th tweet in response to any given Contest Invitation will be eligible to win. If the potential winner resides in Canada, he/she will be required to correctly answer a time-limited, mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise, which will be administered by Sponsor before being declared a winner. The question and instructions will be provided in a direct message to potential winners.

Potential winners may be required to complete, sign and return an Affidavit of Eligibility and a Liability Release. If documents are not returned within one (1) business day of attempted notification, or if a potential winner is found to be ineligible or not in compliance with these Official Contest Rules, such Prize will be forfeited and may be, at Sponsor's discretion, awarded to an alternate entrant.

3. PRIZES

There are 15 prizes (each a "Prize") available to be won, one (1) Prize will be awarded for each Contest Invitation. Each Prize consists of an Ultimate BBM Chat Package, including a BBMe t-shirt and the opportunity to be involved in a BBM Group Chat with a Sponsor-selected celebrity for approximately 20 minutes to take place at a pre-determined time on or around November 20, 2011. Celebrity and actual date to be confirmed by Sponsor. Approximate retail value is \$10 US.

Any other costs not specifically identified as included in the Prize including, but not limited to data charges related to the BBM Group Chat, are the responsibility of each winner ("Winner"). Prizes must be accepted as awarded, are not transferrable and cannot be exchanged for cash. Sponsor reserves the right to substitute a prize of equal or greater monetary value, in its sole discretion. Odds of winning depend on likelihood of being 5th tweet amongst all eligible entrants in any given Contest Invitation.

Sponsor is not liable for any tax implications arising from the Prize or Contest. The Winner is solely responsible for all applicable federal, provincial/state and local taxes and all other costs and expenses associated with the prizes not specified herein as being included.

4. WINNER NOTIFICATION AND ACCEPTANCE

Eligible winners will be announced on the @BlackBerry Twitter page within 24 hours of the Contest Invitation ("Notification Period"). Eligible winners will also be sent a Direct Message notifying them that they are eligible and providing them with prize claim instructions and, if Canadian, the skill-testing question. The Prize will be forfeited if it goes unclaimed for twenty-four (24) hours, from the time it is posted and will be awarded to the subsequent eligible tweet for that Contest Invitation.

5. USE OF INFORMATION/PRIVACY

All entries become property of Sponsor. Sponsor reserves the right to use any and all information related to the Contest, including submissions provided by entrants, for editorial, marketing and any other purpose, without further compensation or notice, unless prohibited by law.

Each entrant grants permission for Sponsor and its designees to use his/her name, address (city and Province/State), photograph, voice and/or other likeness for advertising, trade and promotional purposes in any and all media now known or hereafter discovered, worldwide, in perpetuity, without compensation, notification or permission.

Each entrant consents to the collection, use and disclosure of his/her personal information for the purposes of this Contest and grants permission for Sponsor to disclose personal information to its related and affiliated companies, contractors and agents to assist in the Contest.

6. LIMITATION OF LIABILITY

Sponsor assumes no responsibility for delayed or misdirected entries or for any failure of any website, for any problems or technical malfunction of any computer online systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any

combination thereof, including any injury or damage to an entrant's or any other person's computer, mobile device or other electronic device related to or resulting from this contest.

In the event the Contest is compromised by a virus, non-authorized human intervention, tampering or other causes beyond reasonable control of the Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest and if it so chooses, to award the Prize based on a random entry from those entries received prior to termination. In the event of any modification, Sponsor may post a notice on the Contest Website.

7. GENERAL CONDITIONS

This Contest is subject to all applicable federal, provincial, state and local laws and regulations. All entrants agree to be bound by these Official Contest Rules, Twitter's Terms of Service and Twitter's Rules. Sponsor, in its sole discretion, reserves the right to disqualify any person it finds to be in violation of these Official Contest Rules or tampering with or otherwise abusing any aspect of the Contest.

These Official Contest Rules shall be governed by and construed under the laws of the Province of Ontario without regard to conflict of laws principles. Any dispute under the Official Contest Rules shall be subject to the non-exclusive jurisdiction of the courts of the Province of Ontario. You irrevocably waive any objection on the grounds of venue, forum non-conveniens or any similar grounds and irrevocably consent to service of process by mail or in any other manner permitted by applicable law and consent to the jurisdiction of the courts of the Province of Ontario. You further hereby waive any right to a trial by jury with respect to any lawsuit or judicial proceeding arising or relating to the Official Contest Rules.

Entrants agree, by participating, (i) to be bound by the terms of these Official Contest Rules and the decisions of Sponsor, which are final and binding, without right of appeal, on all matters relating to the Contest; and (ii) to indemnify, release and hold harmless the Sponsor, its parent companies, affiliates, subsidiaries, officers, directors, agents, representatives and employees from any liability for any injuries, losses or damages of any kind, including death, to persons, or property resulting, in whole or in part, directly or indirectly, from participation in this promotion or acceptance, misuse, non-use or use of any Prize, including travel or activity related thereto.

Any provision in these Official Contest Rules which is held to be invalid or unenforceable for any reason by any court, governmental department, body or tribunal, or in any applicable jurisdiction shall be ineffective to the extent of such invalidity or unenforceability and will not invalidate or render unenforceable the remaining provisions hereof and should any provision be held invalid or unenforceable in an applicable jurisdiction such provision shall not be invalidated or rendered unenforceable in any other jurisdiction.

For a list of winners send a self-addressed, envelope by November 30, 2011 to: Research In Motion Limited, 295 Phillip Street, Waterloo, ON Canada N2L 3W8.