

PROLAB® DODGE CHARGER GIVEAWAY SWEEPSTAKES

OFFICIAL RULES

- 1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**
- 2. ELIGIBILITY:** The PROLAB® DODGE¹ CHARGER GIVEAWAY Sweepstakes (the "Sweepstakes") is open only to legal residents of the United States and the District of Columbia, 18 years of age and older and members of the U.S. military who reside at APO/FPO addresses outside of the U.S. Void in Puerto Rico and where prohibited by law. Employees, directors and officers, and their immediate families (spouse, parents, children, siblings, and their respective spouses), including their respective household members of PROLAB NUTRITION, INC. and BODY BUILDING.COM (Sponsors), and their respective parents, subsidiaries, affiliated and related entities, and Strobe Promotions, Inc., and each of their respective officers, directors, employees, contractors, agents, successors and assigns and prize partners are not eligible to enter. Sweepstakes is administered by Strobe Promotions Inc., 535 S. Broadway, Suite #203, Hicksville, New York 11801. Sweepstakes is subject to all federal, state, and local laws. U.S. law governs this Sweepstakes.
- 3. SWEEPSTAKES TIMING/DESCRIPTION:** The Sweepstakes begins at 12:00 AM Eastern Time (ET) on February 29, 2008 and ends 11:59:59 PM ET on October 31, 2008 (the "Promotion Period"). There will be one (1) Grand Prize random drawing conducted at the end of the Promotion Period and monthly random drawings conducted throughout the Promotion Period.
- 4. HOW TO ENTER: Grand Prize Random Drawing:** There are two (2) ways to enter the Grand Prize Random Drawing: 1) Go online to <http://www.bodybuilding.com/> each day during the Promotion Period, click on the Prolab Dodge Charger Giveaway Sweepstakes link and complete and submit the online registration form. There is a limit of one entry per person/email address per day. All online entries must be received by 11:59:59 PM ET on October 31, 2008 in order to be eligible for the Grand Prize Random Drawing; or 2) Fill out an official entry form, available at The Arnold Classic held February 29, 2008 through March 2, 2008 in Columbus Ohio during show hours and/or during the show hours at the Joe Weider's Olympia Weekend held September 26 through 28, 2008 in Las Vegas Nevada ("Events"), while supplies last. Hand print your name, address, city, state, zip code, telephone number and email address on an official entry form and deposit in the entry deposit box located at the Prolab booth at the Events. Entries must be deposited by close of business on the last day of each of the above-mentioned events for 2008, but no later than October 31, 2008. Limit one entry form deposited per person per event. Not responsible for lost, late, postage due or misdirected entries. **Monthly Random Drawings:** Each time you enter online during the Promotion Period, you will receive one entry in the Monthly Drawing for the month that you submitted your entry. A "month" for these purposes is defined as beginning 12:00 AM ET on the first day of the month (except for the month of March, for which the start date to receive entries will be February 28, 2008) and ending 11:59:59 PM ET on the last day of that month. Limit one online entry per person/email address per day. Monthly entries are not cumulative and are not eligible for subsequent monthly drawings during the Promotion Period. All online entries must be received by 11:59:59 PM ET on October 31, 2008. Normal time rates, if any, charged by Internet Service Provider will apply. Entries that have been generated by a script, macro, and both or any other automated means will be deemed void. Entries that are mechanically reproduced, copied, illegible, incomplete or inaccurate are void. Duplicate online entries submitted by the same person or the same email address on the same day is void. Proof of emailing does not constitute proof of delivery. Entries become the property of the Sponsor and will not be acknowledged or returned. If a dispute results as to the identity of an online entrant, it will be determined that the online entry was submitted by the authorized account holder of the email address from which the entry is made. For these purposes, the authorized account holder is the natural person assigned to an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses or the domain associated with the submitted email address.
- 5. WINNER DETERMINATION: Grand Prize:** Potential Grand Prize winner will be selected by administrator in a random drawing held on or about November 15, 2008 from among all eligible online entries received and entries deposited at Events during the Promotion Period. Random drawing will be conducted by administrator whose decisions are final on matters relating to this Sweepstakes. Potential Grand Prize winner will be notified and confirmed by electronic mail and/or U.S. or overnight mail on or before December 31, 2008. Potential Grand Prize winner will be required to complete and execute an affidavit of eligibility and liability release and where legal a publicity release and federal and state tax release and return same properly executed within seven (7) days of notification attempt. Non-compliance within this time frame for any reason whatsoever or if prize notification is returned as undeliverable will result in the entrant being disqualified and an alternate potential winner will be selected. Allow 4-6 weeks for delivery of prize. **Monthly Prize Winners:** Thirty Monthly Prize winners will be selected by administrator in random drawings each month within three (3) days of the last day of the month from among all eligible entries received for that month as defined in Rule #4. Monthly winners will be notified by electronic mail and/or U.S. mail within 24 hours of their respective random drawings. Monthly winners may be required to verify their mailing address prior to issuance of prize. Odds of winning a Monthly Prize depend upon the number of eligible entries received for that month. Odds of winning a Grand Prize depend upon the number of eligible entries received during the Promotion Period. Monthly winners list will be given to bodybuilding.com for prize fulfillment. Monthly prizes will be mailed to winners within 2-3 weeks of receipt. Monthly prizes provided by Prolab®. Limit one prize per monthly drawing per person or email address.
- 6. PRIZE DESCRIPTION: One (1) Grand Prize:** a 2008 Dodge Charger, Approximate Retail Value (ARV): \$20,000 USD. Winner must have proof of valid insurance and a valid driver's license in their state or place of residence in order to receive prize. Winner is solely responsible for title/license/registration/dealer prep/insurance/taxes and any other costs associated with this prize. Winner must take delivery of vehicle within 30 days of notification that dealership has received vehicle. Manufacturer's warranties apply. Actual automobile to be awarded (including, but not limited to, model, make, color, year, options, and accessories) will be determined by the Sponsor, in its sole discretion, based on availability. Dodge is a registered trademark of Chrysler Motors, LLC, who is neither a Sponsor nor affiliated with this Sweepstakes and has not otherwise licensed, endorsed or approved of this Sweepstakes. **Monthly Prizes:** Thirty winners per month will be awarded (for a total of 240 winners over an 8-month period): March: (15) Gym bags, ARV: \$40/ea and (15) Thermo Fire™, ARV: \$39.99/ea; April: (15) T-shirts, ARV: \$15/ea and (15) Nitro Fire®, ARV: \$57.99/ea; May: (15) Shakers, ARV: \$5/ea and (15) Advanced Caffeine™, ARV: \$14.99/ea; June: (15) T-shirts, ARV: \$15/ea and (15) Beta Alanine Extreme™, ARV: \$39.99/ea; July: (15) Shakers, ARV: \$5/ea and (15) Humino MAAX™, ARV: \$59.99/ea; August: (15) T-shirts, ARV: \$15/ea and (15) Advanced Caffeine™, ARV: \$14.99; September: (15) Shakers, ARV: \$5.00/ea and (15) Beta Alanine Extreme, ARV: \$39.99/ea; October: (15) T-shirts, ARV: \$15/ea and (15) Advanced Caffeine, ARV: \$14.99/ea. The total ARV of all prizes is \$25,968.80. All taxes and any other costs not specifically stated within these Official Rules are the sole responsibility of the winner. Prizes may not be transferred, substituted or redeemed for cash, except at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value if advertised prize is unavailable at the time the prize is awarded.
- 7. CONDITIONS OF PARTICIPATION:** By entering, entrants agree to be bound by these Official Rules including all eligibility requirements. By accepting a prize, winner consents to the use of his/her name, image, likeness, photograph, voice, and biographical material for advertising, publicity and promotional purposes by Sponsors, or a party designated by the Sponsors, including, but not limited to any online announcements without additional compensation except where prohibited by law. All entrants release and hold harmless Sponsors and their respective parent companies, subsidiaries, affiliated and related entities and Strobe Promotions, Inc., and each of their respective officers, directors, employees, contractors, agents, successors and assigns ("Releasees"), from any claims, actions, injury, loss or damage of any kind, including, but not limited to personal injury or death resulting from participating in this Sweepstakes or from the acceptance, possession, or use or misuse of any prize awarded or participation in any prize-related activity.
- 8. GENERAL:** Sponsors will collect information from entrants for the purpose of the prize drawing and to notify winners. Sponsors will not share this information with any third parties, except as necessary for the administration of the Sweepstakes. Releasees are not responsible for lost, late, illegible, misdirected, or stolen entries or transmissions, or problems of any kind, including, but not limited to printing errors, whether mechanical, human or electronic. Releasees are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, inability to access a website or submit an online entry form, fraud, incomplete, garbled, or delayed computer transmissions or inaccurate transcription of entry information, whether caused by the Sponsors, users or by any of the equipment or programming associated with or utilized in this promotion or by any technical or human error which may occur in the processing of submissions which may damage a user's system or limit a participant's ability to participate in the promotion. Sponsors reserve the right, in their sole discretion, to cancel or suspend part or all of this Sweepstakes at any time without notice if in the opinion of administrator or Sponsors there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or integrity and proper play of the Sweepstakes. In such event, Sponsor may void any entries it suspects are at issue and award prizes in a random drawing from among all eligible entries received up to the date of cancellation. **Caution: Any attempt by an entrant or any other individual to deliberately damage the website or any online service related to this promotion or undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil laws and should such an attempt be made, Sponsors reserve the right to seek damages (including attorney's fees) from any such person to the fullest extent permitted by law, including criminal prosecution.** Sponsors failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. Sponsors reserve the right to disqualify entrants who violate the rules or interfere with this Sweepstakes in any manner. If an entrant is disqualified, Sponsors reserve the right to terminate that entrant's eligibility to participate in the Sweepstakes.
- 9. DISPUTES:** Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Sponsors in connection with the Sweepstakes shall be governed by, and construed in accordance with the laws of the State of California, without giving effect to any choice of law or conflict of law rules. In the event of any dispute arising out of or connected with this Sweepstakes or any prizes awarded, it shall be resolved before a single arbitrator in accordance with the applicable rules of the Judicial Arbitration Mediation Service ("JAMS"), Alternative Dispute Resolution Services, Inc. ("ADR"), or any other dispute resolution agency mutually agreed upon by the parties located in the County of Los Angeles, State of California, without resort to any form of class action; and any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorney's fees.
- 10. WINNERS LIST:** To obtain the names of the Winners whose prizes are valued over \$25, available after December 30, 2008, check the internet posting at www.bodybuilding.com, or mail a self-addressed stamped envelope by December 30, 2008 to: Prolab Dodge Charger Sweepstakes Winners, P.O. Box 913, Bethpage, New York 11714-0913. Residents of Vermont may omit return postage.
- 11. SPONSOR & ADMINISTRATOR:** The Sponsors and Promoters of this Sweepstakes are Prolab Nutrition, Inc. located at 21411 Prairie Street, Chatsworth, California 91311, www.prolab.com and Bodybuilding.com, www.bodybuilding.com, <http://www.bodybuilding.com/>. The administrator of this Sweepstakes is Strobe Promotions Inc., 535 S. Broadway, Suite #203, Hicksville, New York 11801.

¹ Dodge is a registered trademark of Chrysler Motors, LLC.

