

2 MILLION INSTAGRAM FOLLOWERS CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT IMPROVE YOUR CHANCE OF WINNING.

1. **Eligibility:** The "Bodybuilding.com 2 Million Instagram Followers Contest" (the "Contest") is open only to legal residents of the fifty (50) United States and District of Columbia (excluding Puerto Rico, Samoa, Guam, the US Virgin Islands, and any other US territories and protectorates and/or to members of the U.S. military who reside at APO/FPO addresses outside of the U.S.) who are at least eighteen (18) years of age, or the age of majority in Contestant's place of residence, at the time of entry ("Contestant" or "you"). All Contestants must have a publicly viewable Instagram account for the duration of the Contest. Membership to Instagram is free. Employees, contractors, members, and agents of Bodybuilding.com and Liberty Media Corporation, and members of their immediate family (including spouses, parents, siblings, children and their respective spouses) and persons living in the same household with any such individual are ineligible. In order to be eligible, Contestant must follow these Rules. Failure to comply with these Rules may result in ineligibility of Contestant. **Contest is void where prohibited or restricted by law.**
2. **Sponsors:** This Contest is sponsored by Bodybuilding.com, LLC ("Bodybuilding.com") located at 5777 N. Meeker Ave., Suite 400, Boise, Idaho 83713 ("Sponsor"). *This promotion is not sponsored, endorsed, or administered by or associated with Instagram.*
3. **Enrollment Period:** The Contest Enrollment Period begins at approximately 12:01 am MDT on February 20, 2017 and ends at approximately 11:59 pm MDT on February 26, 2017 (the "Enrollment Period").
4. **How to Enter:** There is one primary mode of entry and two "bonus" modes of entry:

Primary Mode of Entry

Sponsor will post a video on its Instagram page, @bodybuildingcom, during the Enrollment Period. To enter, Contestant must, during the Enrollment Period, tag a friend whom Contestant wants to win a trip with to the Bodybuilding.com Boise Fitness Expo ("BFE") on June 8-10, 2017 located in Boise, Idaho. Each time Entrant comments on Sponsor's post constitutes one (1) entry. Entrant may submit an unlimited number of entries via Instagram during the Enrollment Period.

First "Bonus" Mode of Entry

Contestant may enter by visiting the landing page linked from Sponsor's post on Instagram (www.bodybuilding.com/fun/tripto2million) and entering their e-mail address on the contest landing page entry form. Only one (1) entry per person will be accepted. If a Contestant submits multiple entries via the contest entry form, the earliest will be accepted and the others will be discarded.

Second "Bonus" Mode of Entry

Sponsor will post a coupon code on the contest landing page (www.bodybuilding.com/fun/tripto2million) during the Enrollment Period. Entrant may enter by using the posted coupon code to complete a purchase at www.bodybuilding.com/store during the Enrollment Period ("Qualified Order"). Entrant may place an unlimited number of Qualified Orders during the Enrollment Period. Each Qualified Order constitutes one (1) entry.

Sponsor reserves the right to disqualify any Entrant in their sole discretion. False, deceptive, or incomplete entries shall render the Entrant ineligible. No substitutions of Entries will be accepted under any circumstances. Entries will not be returned or acknowledged. Sponsor shall not have liability for any entry that is lost, intercepted, or not received by Sponsor, for any reason. Any Entry not in one of the accepted formats, as applicable, or not posted within the Enrollment Period will be disqualified.

5. **Winner Selection:** On or about March 10 2017, one (1) grand prize winner ("Winner") will be selected by Sponsor from among all eligible Entries. If the Winner submitted their entry through Instagram, the Winner will be contacted via direct message on Instagram using the name under which Contestant submitted their Entry. Alternatively, if the Winner submitted their entry via the contest landing page, the Winner will be contacted via the e-mail submitted in the landing page entry form. If Sponsor does not receive a response from any Winner within five (5) days of Sponsor's notification to Winner, or a Winner declines the prize or fails to meet Sponsor requirements, such Winner may be disqualified and the prize will either be forfeited or awarded to an alternate Contestant. Sponsor's decisions will be final and binding in all matters related to this Contest. Sponsor shall have no liability for any notification to Winner that is lost, intercepted, delayed, or not received by the potential winner for any reason.
6. **Odds:** Odds of winning depend on the number of eligible entries received by Sponsor.
7. **Prizes:**

The Winner will receive a trip for two (2) to Boise, Idaho for the Bodybuilding.com BFE (the "Prize"). The Prize includes:

- Roundtrip coach airfare for two (2) people to the Bodybuilding.com BFE in Boise, Idaho from the closest major airport to Winner's and Winner's Guest's residence with a departure date of June 8, 2017 and a return date of June 10, 2017;
- Hotel expenses for one (1) hotel room; and
- Per diem of \$70.00 USD for Winner and Winner's Guest for June 8-10, 2017.

The approximate retail value of the Prize is variable, depending on the airport from which Winner and Winner's Guest depart.

No transfer, substitution, or cash equivalent for any prizes will be permitted, except at the sole discretion of the Sponsor due to unavailability of prizes for any reason, including but not limited to cancellation, scheduling conflicts, or force majeure. Any remaining components of the prize will be awarded and the Sponsors' obligation to the Winners will be fulfilled, and no additional compensation will be provided. Sponsor reserves the right to substitute prizes of equal or greater value.

The prizes do not include taxes, insurance, personal expenses, gratuities, incidental charges, or any other items not specifically described in these Official Rules and all expenses for any of the foregoing are the sole responsibility of the Winners. The Winners are responsible for reporting and paying all federal, state, and local taxes related to receipt of the Prize. Sponsor reserves the right to transfer, substitute prizes, or provide a cash equivalent for any prizes. Sponsor may substitute prizes of equal or greater value.

As a condition to receiving a prize, the Winners must sign any documentation requested by Sponsor, including, without limitation an Affidavit of Eligibility / Release of Liability / Prize Acceptance Form and show proof of residency and valid identification immediately within five (5) days of issuance of notification. If any document is returned to Sponsor as undeliverable or if Sponsor does not receive a response from any Winner(s) within five (5) business days of attempted notification, or a Winner declines the prize or fails to meet Sponsor requirements, such Winner(s) may be disqualified and the prize will either be forfeited or awarded to an alternate Contestant.

8. **Personal Information:** Any personal information that the Contestant submits in connection with the Contest will be collected and used by the Sponsor and its authorized agents to administer the Contest and to award prizes. Contestant's personal information may also be used to send additional information about Sponsor and its affiliates and licensees, and each of their respective products and programs. Except as set forth herein, a Contestant's personal information will not be used for any other purpose and will not be shared with anyone else unless required by law.

9. **General Disclaimer and Release of Liability:** By entering, Contestant agrees: (a) to release Instagram, Sponsor, and its agents from all liability, loss, or damage arising out of or relating to the Contest, including with respect to the Contest, interpretation of these Rules, decisions by the judges, and Contestants' acceptance and use/misuse of the prize; (b) to be bound by these Rules; and (c) that Sponsor, its affiliates, and licensees may use Contestant's name(s), likeness, biographical information, social media username, the images, personal information, and statements made by Contestant to Sponsor, the Entry(s) in whole or in part in any and all media for any purpose, including without limitation advertising and promotional purposes, as well as in, or in connection with the Contest and/or other promotions conducted by Sponsor, and information on the entry form for advertising and promotional purposes in all media worldwide without additional compensation. Contestant irrevocably grants to Sponsor the right, in its sole discretion, to edit, composite, morph, scan, duplicate, alter, publish, modify, copyright, or otherwise use each Entry for any purpose which Sponsor deems necessary or desirable (including, without limitation, posting on its Site), and each Contestant irrevocably waives any and all rights Contestant may have therein. Sponsor does not make any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose.

Sponsor is not responsible for any incorrect or inaccurate entry information, human error, technical malfunction, failures, omission, interruption, deletion, or defect of any telephone network, computer online systems, computer equipment, servers, access providers, or software, including any injury or damage to Contestant's or any other persons', computer relating to or resulting from participation in this Contest; inability to access the entry website or any pages thereof; theft, tampering, destruction, or unauthorized access to, or alteration of entries; entries that are processed late or incorrectly or are incomplete, garbled, or lost due to computer or electronic malfunction or traffic congestion on the Internet or any website. Contestant agrees proof of entering information at website is not considered proof of delivery or receipt. All dates set forth in these Rules are approximate.

NOTWITHSTANDING ANY OTHER PROVISION OF THIS AGREEMENT TO THE CONTRARY, SPONSOR SHALL NOT BE LIABLE TO CONTESTANT OR ANY THIRD PARTY FOR ANY INDIRECT, CONSEQUENTIAL, SPECIAL, PUNITIVE, EXEMPLARY OR INCIDENTAL DAMAGES (INCLUDING DAMAGES FOR LOST PROFITS), EVEN IF SPONSOR HAS BEEN MADE AWARE OF THE POSSIBILITY OF SUCH DAMAGES. Sponsor reserves the right to terminate, suspend, withdraw or amend the Contest for any reason.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity and enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with its terms as if the invalid or illegal provision were not contained herein.

10. **Governing Law; Jurisdiction:** This Contest will be governed by and construed in accordance with the laws of the State of Idaho without regard to conflict of law principles. Any controversy arising under, in connection with or in any way relating to this Contest shall be adjudicated before a state or federal court of competent jurisdiction located in Boise, Ada County, Idaho. Contestant and Sponsor: (i) accept, generally and unconditionally, the exclusive jurisdiction of such court and any related appellate court, and irrevocably agree to be bound by any judgment rendered thereby in connection with this Contest, and (ii) irrevocably waive any objection it may now or hereafter have as to the venue of any such suit, action or proceeding brought in such a court or that such court is an inconvenient forum.
11. **Language:** The official version of these Rules is the English language version. In the event of contradictions or discrepancies between different language versions of these Rules, the English language version takes precedent. Contestants must submit all materials and information in

English. Sponsor is not responsible for translation of any submissions or information provided in another language. Failure to submit required information in English may result in disqualification.

12. **Winners' List:** After March 5, 2017 Contestants may request a Winners' List by mailing a self-addressed stamped envelope to Bodybuilding.com, c/o 2 Million Instagram Followers Contest, 5777 N. Meeker Ave., Suite 400, Boise, Idaho 83713. All requests must be received by Sponsor within six (6) weeks after the end of the Enrollment Period.