

Better Living's Better Giveaways! Contest

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MUST BE 18 YEARS OR OLDER TO ENTER. CONTEST BEGINS AT 12:00:00 AM EASTERN TIME ("ET") ON

June 5th, 2010 AND ENDS AT 11:59:59 PM ET ON January 15, 2011 ("Contest Period"). VOID WHERE PROHIBITED.

ELIGIBILITY: Better Living's Better Give-a-ways! Contest (the "Contest") is open only to legal residents of the fifty (50) United States and District of Columbia who are (18) years of age or older. Officers, directors and employees of **Better Living Television / CEG & McNeil Nutritionals, LLC** (collectively, "Sponsors"), Consumer Education Group, Inc.(CEG), and their respective parents, subsidiaries, affiliates, agents, and advertising and promotion agencies, prize providers, and their immediate families (spouse, and parents, children, siblings and their respective spouses, regardless of where they reside) and/or persons living in the same household of such individuals, whether or not related, are not eligible to enter or win this Contest. Professional actors, as determined by Sponsors, are also not eligible. Contest is void outside the United States and where prohibited or restricted by law and subject to all applicable federal, state and local laws and regulations.

HOW TO ENTER: You may enter Contest by going to www.betterlivingtelevision.com/Viactiv (the "Contest Site") during the Contest Period and follow the onscreen instructions to complete and submit the official entry form, including: (i) all required entry information, (ii) Submission of Entry indicates your acceptance of these Official Rules. **ENTRIES MUST BE RECEIVED BY OR BEFORE**

Segment 1 - 11:59:59 PM ET on August 15, 2010

Segment 2 - 11:59:59 PM ET on November 15, 2010

Segment 3 - 11:59:59 PM ET on January 15, 2010

Limit: One entry per person. All Entries become the exclusive property of Sponsors and will not be returned. Sponsors' clock is the official time clock for the Contest.

Entries generated by a script, macro or other automated means or by any means which subvert the entry process will be disqualified. Released Parties (as defined below) are not responsible for lost, late, illegible, incomplete, inaccurate, misdirected, delayed, stolen or mutilated Entries; all of which will be void. Proof of submission does not constitute proof of receipt. If there is a dispute as to the identity of an entrant, the entrant will be deemed the authorized account holder of the email address used to enter and he/she must be eligible according to these Official Rules. The "authorized account holder" is defined as the natural person to whom the email address is assigned by an internet service provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

- Winning Entries and, within Sponsor's sole discretion, certain non-winning Entries will be displayed on a special Better Living web page at the Contest Site.

In addition, without reservation or restriction, Entrants agree that all winning and non-winning entries may be displayed on www.betterlivingtelevision.com/Viactiv or the Contest Site following the end of the Contest Period. By submitting an Entry into the Contest, you acknowledge and agree to such display.

Entrant agrees that Released Parties are not responsible for any unauthorized use of Entries by third parties. Released Parties do not guarantee the posting of any Entry. Entrants agree that they will not use the Entry for any other purpose, including, without limitation, posting the Entry to any online social networks, without the express consent of Sponsor in each instance.

- **ENTRY REQUIREMENTS:** Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that:
 - is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
 - promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
 - is obscene or offensive; endorses any form of hate or hate group; appears to duplicate any other submitted Entries;
 - defames, misrepresents or contains disparaging remarks about Sponsor, Sponsor's products, other people or companies or products;
 - contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission; contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
 - contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission;
 - contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
 - contains look-alikes of celebrities or other public or private figures, living or dead;
 - communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
 - violates any law.
- **SELECTION OF WINNERS:** Potential winners will be determined by picking (1) submission among ALL the eligible Entries received.

Sponsors reserve the right to not award all prizes if, in their sole discretion, they do not receive a sufficient number of eligible and qualified Entries. Sponsors' and Judges' decisions are final and binding on all matters relating to this Contest.

VERIFICATION OF WINNERS: Grand Prize Winner's name will be posted at www.betterlivingtelevision.com/Viactiv after August 15, 2010 or when contest criteria

and eligibility is verified and signed. All potential winners will also be notified by mail, telephone and/or email using the contact information provided at time of entry.

PRIZES: The Grand Prize Includes:

- There will be three Prizes consisting of the following:
- Segment 1 - \$100 Visa Gift card and 1 months supply of Viactiv
- Segment 2 - \$100 Visa Gift card and 1 months supply of Viactiv
- All 3 segments - \$300 Visa gift card and 6 months supply of Viativ

The approximate retail value (“ARV”) of Total Prizes is: \$600.00

OWNERSHIP/USE OF ENTRIES: By submitting an Entry, each entrant agrees Sponsors shall own the Entry submitted (including all rights embodied therein, including but not limited to all intellectual property rights) and that Sponsors and their respective designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party.

- **GENERAL:** Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction within the United States. Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, and in no event will entrant be permitted to receive attorneys' fees or other legal costs; and (3) no punitive, incidental, special,

consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. Florida law, without reference to Florida's choice of law rules, governs the Contest and all aspects related thereto.

- By participating in this Contest, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of Sponsors and Judges and warrants that she/he is eligible to participate in this Contest. By participating in this Contest, entrant agrees to hold Sponsors, Consumer Education Group, Inc. and their respective parent companies, subsidiaries, affiliates, partners, advertising and promotion agencies, and prize suppliers and all of their representative agents, successors, assigns, directors, employees, and officers (collectively, "Released Parties") harmless from any and all liability, injury, loss or damage caused or claimed to be caused, in whole or in part, directly or indirectly, by participation in this Contest and/or acceptance or use of any prize (including any travel or activity related thereto).
- Released Parties are not responsible for: (a) late, lost, stolen, damaged, garbled, incomplete, misaddressed, delayed, inaccurate, postage due or misdirected Entries, e-mails or other communications; errors, omissions, interruptions, deletions, (b) defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices or transmission lines; data corruption, theft, destruction, unauthorized access to or alteration of entry materials; loss or otherwise; or (c) electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind or insufficient space in entrant's e-mail account to receive e-mail messages. Sponsors disclaim any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this Contest and reserve the right, at their sole discretion, to modify, cancel, terminate or suspend this Contest for any reason whatsoever, including, but not limit to, if any virus, bug, technical failure, unauthorized human intervention or other cause outside of Sponsors' control corrupts or affects the administration, security, fairness, integrity or proper conduct of this Contest. In the event of any such cancellation, termination or suspension, a notice will be posted at the Contest Site and Sponsors reserve the right, at their sole discretion, to determine the winners from among all eligible, non-suspect Entries received as of the termination date using the judging procedure set forth above. Sponsors reserve the right, at their sole discretion, to disqualify any entrant (and all of his/her Contest Entries) from this Contest or any other promotion conducted now or in the future by Sponsors or any of their respective affiliates if she/he tampers with the entry process or if her/his fraud or misconduct affects the integrity of this Contest or he/she is otherwise found in violation of these Official Rules. Released Parties are not responsible for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the

Contest, the processing or judging of Entries, or the announcement of the prizes. Without limiting the foregoing, Sponsors reserve the right to correct any such error. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website.

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CAUTION. ANY ATTEMPT BY ANY ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

NAMES OF WINNERS: To obtain the name of the winners (available after January 15, 2011), send a self-addressed, stamped envelope to: Better Living Television, 215 NE 1st Ave, Delray Beach, FL 33444. The names of the winners also will be available at www.betterlivingtelevision.com/Viactiv after January, 15th 2011 or when contest criteria and eligibility is verified and signed. Requests must be received by March 15th, 2011. Requests received after this date will not be honored. Winners' names will be sent after selection and verification of winner.