

## **VEMMA® Race to the Riviera Maya Contest Official Rules**

The contest is open to Brand Partners residing in the United States and Canada (excluding the US Territories and province of Quebec) who are of legal age by September 1, 2011. Employees of Vemma Nutrition Company (the “Company”) and their respective parents, subsidiaries, affiliates, and agents, as well as the immediate family (spouse, parents, siblings and children) and household members of each such person are not eligible. The Contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited by law.

### **Contest Rules**

All Brand Partners can earn the chance to qualify by personally enrolling new Brand Partners.

Contest period runs from September 1, 2011 through December 31, 2011.\* Brand Partners cannot combine their efforts for the benefit of a single membership. Brand Partners must be “Active” and in good standing in accordance with applicable Company Policies and Procedures throughout the contest period and until the prize is awarded to be eligible. “Active” is defined as having a minimum of 60 reward point order in the last 5 weeks in addition to a minimum 60 reward point Auto-delivery order on file.

Eligibility is based upon the Brand Partner earning contest points based on product purchases of new personal enrollments. New personal enrollments are individuals that have never been a Vemma Brand Partner and/or Customer. Contest points will be assigned based on the initial product order and Auto-delivery as defined below:

### **Contest Points**

#### **First orders**

- **8 points** for personally enrolling a new Brand Partner with a Gold Builder Pack initial order and 120 QV Auto-delivery
- **6 points** for personally enrolling a new Brand Partner with a Silver Builder Pack initial order and 120 QV Auto-delivery
- **4 points** for personally enrolling a new Brand Partner with a Bronze Builder Pack initial order and 120 QV Auto-delivery
- **2 points** for personally enrolling a new Brand Partner or Customer with an initial order and Auto-delivery of 120 QV
- **1 point** for personally enrolling a new Brand Partner or Customer with an initial order and Auto-delivery of 60 QV

#### **Subsequent orders**

The chart below shows the points that can be earned in each subsequent month for orders placed by a Brand Partner or Customer.

<b>Point System</b>		
	60 QV	120 QV
Second Consecutive Month order	2	4
Third Consecutive Month order	3	6
Fourth Consecutive Month order	3	6

Any new Brand Partner who has not purchased a Builder Pack can still earn you the points associated with that pack by purchasing a Builder Pack during the contest period.\*

Accurate enrollment of new Brand Partners and Customers are the sole responsibility of the Enroller. You do not accrue points for the enrollments of your downline. A maximum of 8 points can be earned from each personally enrolled Brand Partner, each month. Orders backdated after December 31, 2011, will not count towards this contest.\* No reactivation will be allowed in this contest. The Company reserves the right to retroactively adjust enrollment, volume and/or awarded contest points based on product returns and/or chargeback's. If the product or any components of the Builder Packs are returned, the Enroller agrees to forfeit the full amount of contest points associated with the purchase.

### **Contest Prizes:**

#### **Prize for the contest is as follows:**

- 300 points - Full trip and \$500 cash voucher for airfare
- 250 points - Full trip (airfare not included)
- 200 points – 3/4-paid trip
- 150 points – 1/2-paid trip
- 100 points – 1/4-paid trip

**Prize: All-inclusive trip for two to the Moon Palace Resort in Cancun, Mexico:** The Grand Prize consists of all-inclusive accommodations, roundtrip ground transfers from Cancun Airport to Moon Palace Resort, a Welcome Reception, appreciation dinner, and a \$750 room credit that can be applied as noted below. Additional charges apply for additional guests over two. Please call 480-927-8806 or 480-927-8808 for details.

### **Resort Credit Options**

#### **Golf Green Fees**

- No shows will be deducted from the credit
- Tournament fees will apply. These fees may not be paid with credit
- Transfers are included for Cancun / Riviera Maya Hotels
- Not applicable to club rentals and shared golf cart.
- Not applicable to Pro Shop.

#### **Spa**

- Subject to availability
- Group blocks will be subject to the specific spa and requested times.
- No shows will be deducted from the credit
- Not applicable to spa boutique purchases
- Maximum \$150 per room, per stay at Palace Resorts when having \$750 resort credit

Spa Services must be booked at the Palace Vacation Planners desk and are available to adults only (18 years of age and older). Certain Beauty Salon Services are available for guests under 18 years of age.

#### **Upgraded Wine Selection**

- Restaurant menus only, not available from room service menu

### Romantic Dinner

- Romantic Lobster & Champagne Dinner / \$350 per couple
- Location: Beach

Reservations are required for romantic dinners, based on availability and location may be changed due to climate weather conditions.

### Tours

#### Select Tours

Chichen Itza	\$100.00 USD per person
Coba	\$ 80.00 USD per person
Isla Mujeres	\$ 75.00 USD per person
Tulum/Aventura Cove	\$100.00 USD per person
Wet 'n Wild (transfers not included)	\$ 59.00 USD per person
Xtreme Kingdom Zip Line	\$ 80.00 USD per person

Not applicable to excursions provided by other operators. Tours must be booked through the hotel tour desk

Tour cancellations must be done 24 hours prior to the scheduled day so the cost of the tour is not applied to the Resort Credit. For cancellations made less than 24 hours prior to the scheduled date, the cost of service will still apply to the Resort Credit.

### Dolphins

- Only for the Premium Dolphin Swim, which is a group of 12 people per dolphin \$129.00 USD per person
- Subject to availability
- Transfers are not included

The dates of the trip are April 19th to 23rd, 2012. All arrangements must be made through Vemma's Sales and Events Department. Winners must be in possession of valid passports in order to accept this prize. If a winner is unable to attend the trip, the cash equivalent will not be awarded.

Winners will be announced on the February 7, 2012 Vemma Call, and notified via electronic mail, telephone and/or mail. In the event product returns and/or chargeback's occur in February, after the winners are announced, the Company reserves the right to review and adjust the awarded contest points.

Acceptance of prize constitutes permission for the Company or any of its related or affiliated entities, to use winners' names/likenesses for purposes of publicity, advertising and promotion without further compensation unless prohibited by law. By participating in this promotion, entrants are to be bound by the Official Rules. Rules are subject to any requirements/limitations that are, or may be imposed by the Federal Trade Commission or any government agency.

The approximate retail value of this prize is \$2,500 USD. No substitution, exchange or transfer of prize by winner. Each prize winner is responsible for all federal, state and local taxes and fees associated with prize receipt and/or use. The participation of any individual in this contest is solely at his/her own risk and responsibility. By participating, you agree that **RULES ARE SUBJECT TO CHANGE WITHOUT NOTICE TO YOU.**

In the event a dispute under or relating to these Official Rules or this contest cannot be settled by mutual consultation between the parties, both parties irrevocably consent to the jurisdiction of any state or federal court sitting in Maricopa County, Arizona for the resolution of any such dispute and the courts located in Maricopa County, Arizona shall be the sole jurisdiction and venue for any dispute between the parties. The prevailing party in any litigation filed with any such court, including appeals from such court, shall be entitled to an award of costs and reasonable attorneys' fees.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and the Company in connection with this contest, shall be governed by and construed in accordance with, the substantive laws of the State of Arizona, USA without regard to Arizona choice of law rules.

Any attempt by a participant or any other individual to deliberately circumvent, disrupt or damage ordinary and normal operation of this contest, telephone systems or websites, or undermine the legitimate operation of the contest is a violation of criminal and civil laws and should such an attempt be made, the Company reserves the right to seek damages from any such participant to the fullest extent permitted by law.

**\*U.S. Market:** If you pre-order 120 QV or more of Vemma Bod-e product on Cyber Monday, November 28, 2011, you will have an additional thirty (30) days (January 31, 2012) to qualify for the Race to the Riviera Maya trip.

**\*Canada Market:** If you place an additional order of 120 QV or more of any Vemma product on Cyber Monday, November 28, 2011, you will have an additional thirty (30) days (January 31, 2012) to qualify for Race to the Riviera Maya trip.