

## 2017 LOSIN' IT! CHALLENGE RULES

### OFFICIAL RULES

1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.

2. PARTICIPATION CONSTITUTES ACCEPTANCE OF RULES AND DECISIONS, CONSENT TO USE AND RELEASE OF CLAIMS. By entering this contest, each participant warrants that he or she has read and agrees to abide by all contest rules ("Official Rules") and that he or she is not prohibited from participating in the contest. Participation in this contest constitutes participant's full and unconditional acceptance of these Official Rules and the decisions of APG WI, its subsidiaries, affiliates, employees and agents, which are final, binding and nonnegotiable in all respects. Each participant agrees to release, discharge, indemnify and hold harmless APG WI and its subsidiaries, affiliates, shareholders, employees, officers, directors, agents, representatives, attorneys, advertising and promotion agencies and prize suppliers from any liability arising from or related to the contest and/or the receipt or use of the prizes awarded in connection with the contest, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. Further, participant fully and unconditionally releases all claims for consideration, copyright infringement and all other claims of any nature relating to the use of participant's entry, name or likeness.

3. ALL PARTICIPANTS SHOULD CONSULT WITH A QUALIFIED HEALTHCARE PROVIDER BEFORE ENGAGING IN THIS CONTEST AND DURING THIS CONTEST. LOSING WEIGHT CAN BE RISKY IN CERTAIN CIRCUMSTANCES AND APG WI WANTS TO AVOID ANY POTENTIAL INJURIES. PARTICIPANTS ASSUME ALL RISKS OF THEIR PARTICIPATION. Please note that weight loss should be the result of healthier eating and exercise habits and participants should participate in a fair and healthy manner. Participants are **not** allowed to:

- Use diet pills (herbal or prescription appetite suppressants, metabolism enhancers, etc.);
- use laxatives or colonics;
- use water pills (diuretics), unless such diuretics are prescribed by a doctor for a medical condition such as high blood pressure;
- engage in bingeing or excessive hydration;
- engage in purging (self-induced vomiting);
- engage in excessive dehydration;
- engage in weight loss medical procedures during the course of the contest.

4. ELIGIBILITY. This contest is open to participants who are U.S. residents 18 years of age and older, excluding residents of Rhode Island, New York and Florida. Each team must consist of two (2) people. Each "team" participant may only be a member of one (1) team. Each "individual" team participant consists of one (1) person, and 'individual' participants may not also compete as a team. Proof of age and identity must be furnished upon request. APG WI reserves the right at its sole discretion to cancel, terminate, suspend or amend this contest at any time for any reason without prior notice. APG WI further reserves the right to amend these Official Rules at any time without prior notice, at its sole discretion. APG WI reserves the right to disqualify any participant for any reason, including, but not limited to, violation of these Official Rules or infringement of the rights of a third party. This promotion is void where prohibited by law. APG WI is not responsible for any printing or typographical errors in any material associated with the contest.

5. TO ENTER. This contest will run between [2 pm- 7 pm CST] on January 9, 2017,] (the "Start Date") until 7pm CST] April 12, 2017] (the "Completion Date"). The contest will include: an initial weigh in at an approved Weigh In Center; eleven (11) weekly weigh ins; and one (1) final weigh in at the Weigh In Center upon conclusion of the twelve (12) week period and each contestant will provide a completed entry form for the team/individual, as well as a participant waiver for each individual participant. At the Weigh in Center, each participant will be weighed and his/her weight will be recorded by APG WI. Late entry's will be accepted until February 10<sup>th</sup> but late registrants will not be granted additional time to meet the 12 week challenge. Late entry's must weigh out during the normal scheduled weigh out during "week 12" regardless of the number of weeks participated. In addition, an optional 'before' photograph will be taken at the Weigh in Center.

The clothing at the Weigh In should be appropriate athletic attire, as determined in APG WI's sole discretion, and participants will be asked to remove shoes, overcoats, jackets and contents from pockets for the actual weigh in. Participants should not layer clothing or do anything that will increase or distort their individual weight for the initial weigh in.

The entry form and participant waiver can be found online at [www.events-apg.com](http://www.events-apg.com) or may be picked up at the Weigh in Center on the Start Date. In connection with the entry, participants will be required to provide their name, gender, birth date, email address, Team name and a team/individual photograph.

All completed entries and participant waivers must be received no later than 7p.m. CST on the Start Dates ("Eligible Entries"). Submissions received after this date and time will not be valid. Each team/individual will be provided with a team/individual webpage that the team/individual members may access throughout the contest.

#### WEEKLY CHECK-IN'S

Each THURSDAY during the contest period, each team/individual member must complete an individual weigh in, such weigh in may be completed at any location of the participant's choosing and must be entered on or before THURSDAY at 11:59PM. CST of each week ("Weekly Weigh In Time"). If a team/individual member fails to provide its weekly weigh in amounts by the Weekly Weigh in Time, for any reason, the team/individual will be disqualified from the contest.

On the Completion Dates, all participants must appear in person at the Weigh in Center they Weighed in at initially for the final weigh in of the contest (or weigh out). Final weigh in will occur between 10:00pm CST until 8pm. CST on the Completion Dates. At the Weigh in Center, each participant will be weighed and his/her weight will be recorded by APG WI. In addition, a final team/individual photograph will be taken at the Weigh in Center. Participants must wear substantially equivalent clothing for their official weigh out as they wore for the weigh in on the Start Date. Participants who registered and weighted in 'late', do not get an extension of them and must also complete the weigh out during weigh out week.

The calculation for all prizes shall be determined by taking the team/individuals beginning weight minus the ending weight from specified dates (as set forth below in more detail), which provides the total number of pounds lost in a given period of time. The total number of pounds lost will be divided by the beginning weight, which sum will be multiplied by 100 which equals the percentage of weight loss for such period of time.

Personal information collected from entries is subject to APG WI's Privacy Policy as set forth at [www.APGWI.com/privacy](http://www.APGWI.com/privacy), which is incorporated herein by reference. Persons submitting entries under false pretenses will be disqualified. If for any reason the Internet portion of the contest is not capable of running as planned, including infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the contest, APG WI reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the contest. APG WI reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and/or to cancel, terminate, modify, or suspend the contest. APG WI has no obligation to notify a participant of his/her disqualification. If a participant is disqualified for any reason, then the entire team/individual is disqualified. Caution: any attempt by a participant to undermine the legitimate operation of the contest may be a violation of criminal and civil laws and, should such an attempt be made, APG WI reserves the right to prosecute and seek damages from any such participant to the fullest extent of the law. APG WI is not responsible for any lost, illegible or misdirected entries. Entries will not be returned and will become the property of APG WI for promotional and other use, and by entering participants agree to assign any and all rights in and to the entries, and copyrights thereof, to APG WI. By entering, each participant authorizes APG WI to use his or her name, likeness and image in its advertising and promotion.

6. PRIZE a. Monthly Prizes: Every team/individual that successfully weighs-in and records team/individual weight every week; will be entered to win one of 3 monthly drawings for cash and/or prizes. Monthly prizes will be determined and announced not later than the week prior and winners will be announced no later than one week following the drawing. The same team/individual can be named the winner in multiple weeks.

b. Grand Prize: The team/individual or participant that has lost the largest percentage of total weight loss from the Start Date to the Completion Date will be named the Grand Prize winner. The TEAM Grand Prize: Each member of the 1st place winning team will receive a \$1,000.00 cash (\$2,000 total for the team). Each member of the 2nd place winning team will receive a \$500.00 cash (\$1,000 total for the team). Each member of the 2nd place winning team will receive a \$250.00 cash (\$500 total for the team). The INDIVIDUAL Grand Prize: ONE 1st place winning participant will receive a \$750.00 cash prize, ONE 2nd place winning participant will receive a \$500.00 cash prize, ONE 3rd place winning team will receive a \$250.00 cash prize. Expenses not stated are solely the responsibility of the winner. ) Expenses not stated are solely the responsibility of the winner.

7. IDENTIFICATION OF WINNERS. APG WI will announce the weekly winning teams at the April 22, 2017 "Ultimate Expo" in Hayward, WI via "Facebook Live". If the team is not present, APG WI will contact the winning teams of the Grand Prize, Each individual participant of the winning team must accept the prize by signing and returning the Affidavit of Eligibility and Liability/Publicity Release and a copy of these Official Rules no later than ten (10) days after receipt. No Prize will be awarded until such documentation is received by APG WI for all team members. If a team member of the winning team refuses to execute the Affidavit/Release, then the entire team will be disqualified and the prize will be awarded to the next applicable team. A list of all winning teams will posted online at [www.APG-WI.com](http://www.APG-WI.com) and a list of all winning teams may be requested by printing your name, address, phone number, contest name and the words "Request for winners' names – "Losin' It Challenge" on a 3" x 5" card, inserting the card into an envelope and mailing it to: PO BOX 400, Ashland WI, 54806 attention: LOSIN' IT Challenge. The winning participants are responsible for any taxes associated with the award of a prize. Please note that APG WI will only provide the name of the team and total weight loss percentage to the general public. APG WI will not provide individual names or individual weight loss information publicly.

8. SPONSOR: This contest is sponsored and promoted by APG Media-St. Louis Park, MN 55426.

9. MISCELLANEOUS. Everything for this contest is provided as is, without warranty of any kind, express or implied. By entering, participants consent to the exclusive venue and jurisdiction of the state and federal courts of Minnesota, in all disputes arising out of or related to these rules or these sweepstakes. This contest is governed and construed under the laws of the State of Minnesota, excluding its conflict of laws principles.