

SUCCEED® CHALLENGE

OFFICIAL CONTEST RULES AND PROGRAM REGULATIONS

Revised September 9, 2010



To enter the SUCCEED® Challenge (the “Contest”), you must: (a) be a U.S. citizen residing in the Continental United States; (b) be 18 years of age or older at the time of entering the Contest and (c) not be considered a minor in your state of residence. The Contest is void where prohibited by law and is open to residents of the Continental United States only. The Contest is subject to applicable federal and state laws and is void in all states where skill contests requiring purchase are prohibited.

THE SUCCEED CHALLENGE IS AVAILABLE TO NEW USERS OF SUCCEED. Participants must not have purchased or used SUCCEED any time within 180 days prior to taking the SUCCEED Challenge, to be eligible. Individuals who request their money back, redeeming the Money Back Guarantee (as defined below), are not eligible for the Contest.

Employees of Freedom Health, LLC (the “Sponsor”) and its affiliated companies, parents, subsidiaries and advertising and promotion agencies, and their IRS dependents, immediate families (*i.e.* parents, children, siblings, spouse) and members of their households (whether related or not) are ineligible to participate in this Contest. Employees of any retail, wholesale or related business actively selling SUCCEED are not eligible to enter. Only one (1) entry per person is allowed. Multiple entries will be disqualified.

Horses involved in the SUCCEED Challenge must be drug-free in order to be eligible for the contest. The horses of all winners (Grand Prize and Second Place Prizes) may be tested by urine analysis or any other means Freedom Health, LLC, deems necessary. Any participating horses testing positive for any substance not legal according to rules of FEI [Fédération Equestre Internationale, or International Equestrian Federation] will forfeit their winnings to the next highest scoring participant. **CONSULT A VETERINARIAN BEFORE BEGINNING YOUR HORSE ON ANY DIET, FEED OR SUPPLEMENT PROGRAM.**

HOW TO ENTER AND PARTICIPATE IN THE PROGRAM:

To enter, eligible contestants must register for the Contest at www.succeed-challenge.com, purchase one of the SUCCEED Challenge program packs, and follow all steps of the SUCCEED Challenge, as defined in the “How It Works” section of the SUCCEED Challenge instructions.

Program entries must be **SUBMITTED** no later than midnight on September 1, 2011, for consideration.

SUCCEED Digestive Conditioning Program must be used daily during the 60 day (8-week) program, online Journal must be completed weekly during the program, before and after photos must be taken and submitted, and a brief essay (100 word maximum) written and submitted to qualify. You must purchase one of two available SUCCEED Challenge Program packs direct from Freedom Health, LLC, via the online store at www.succeed-challenge.com to participate, and complete the program by the September 1, 2011, deadline.

Between September 1 and September 30, 2011, all entries will be reviewed by our SUCCEED® Challenge Judging Panel. Your essay, before and after photos and complete journal entries will be reviewed.

Essays will be judged on the basis of creativity, originality and writing ability, with 10 points possible on each, from each judge. (Thus, each judge can reward up to 30 points on the essay, for a total of 90 points possible from all three.)

The before and after photos, along with journal entries, will be evaluated on the basis of most dramatic changes perceived by the judges. They will be rewarding up to 10 points based on the following qualitative scale:

- 0 points – absolutely no perceived change
- 1 point – almost no change noted
- 2 point – extremely minimal change noted
- 3 point – very minimal change noted
- 4 point – minimal change noted
- 5 point – some change noted
- 6 point – mild change noted
- 7 point – change clearly noted
- 8 point – dramatic change noted
- 9 point – very dramatic change noted
- 10 point – extremely dramatic change noted

A total of 30 points (from all three judges combined) can be awarded from evaluation of before and after photos and journal entries.

Points from the essay evaluations will be combined with all points from the evaluation of before and after photos and journal entries, to create a single, total score. The highest total score wins the GRAND PRIZE. The next TEN highest score totals win SECOND PRIZE.

In the case of a first-place tie (i.e., same cumulative points total), winners will be drawn randomly from the eligible entries. Non-winning entries, in the case of a tie, will be eligible for the second prize. Judges decisions are final, and will not be based on any other criteria than those listed here.

Winners will be notified by email on or before October 15, 2011.

HOW TO WIN:

All winners will be notified by mail, e-mail, phone, or in person. Incomplete registration packets may render the contestant disqualified. Freedom Health, LLC, is not responsible for lost, damaged, or incomplete entries. All judges' decisions are final. Winners to be determined at judges' discretion.

PRIZES:

Sponsor reserves the right to substitute any prize for a prize of equal or greater value. Prizes are nontransferable and subject to availability. Any cash prizes awarded will be in United States currency. All prize values are estimated and the actual prize value at the time each prize is awarded may be higher or lower than the estimates contained in these rules.

The Grand Prize Winner receives:

Choice of...

Trip for 2 to the 2012 London Games

- Airfare for 2 from the nearest international airport
- One room in a London area hotel (to be determined) – double occupancy – for 5 nights (August 5 through 9, 2012)
- Tickets for 2 to see the equestrian jumping and dressage events, including the finals.
- \$1000 spending cash

The estimated fair market value of the “*Trip for 2 to the 2012 London Games*” is: \$6000

OR...

Trip for 2 to the 2011 National Finals Rodeo Finals in Las Vegas

- Airfare for 2 from the nearest international airport
- One room in a Las Vegas hotel (to be determined) – double occupancy – for 5 nights (December 5 through 8, 2011)
- Tickets for 2 to attend the finals of the National Finals Rodeo.
- \$1000 spending cash

The estimated fair market value of the “*Trip for 2 to the 2011 National Finals Rodeo Finals in Las Vegas*” is: \$4000

PLUS:

- Your story and photo will be posted on the www.succeed-challenge.com and/or www.succeed-equine.com websites.
- You will receive a Certificate of Completion of the SUCCEED Challenge program, suitable for framing.

Ten 2nd-Place Winners receive:

A Year's Supply of SUCCEED for One Horse – beginning January 2011, Freedom Health will ship a case of SUCCEED every three months, in your choice of SUCCEED granules (3 tubs per

case, 30-day supply per tub), or SUCCEED Oral Paste (3 cartons per case, 30-day supply per tub).

PLUS:

- Your story and photo will be posted on the www.succeed-challenge.com and/or www.succeed-equine.com websites.
- You will receive a Certificate of Completion of the SUCCEED Challenge program, suitable for framing.

The estimated fair market value of each 2nd Place Prize is: \$1140

GENERAL:

Freedom Health, LLC, reserves the right to amend the rules or change prizes. Winners will receive an IRS 1099. Winners are solely responsible for paying any applicable federal, state or local taxes. Participation in this contest grants Freedom Health, LLC, the irrevocable license to use the name, testimonial, and any other information of the participant and the horse, related to the participation in the contest for promotional and advertising purposes. All information and materials submitted become sole and exclusive property of Freedom Health, LLC. Participants' scores and journals are confidential and will not be disclosed. Participants in the contest agree that their relationship is independent of Freedom Health, LLC, SUCCEED and the SUCCEED Challenge.

Winners will be required to complete an affidavit of eligibility, liability release (where legal) and publicity release, along with an IRS Form W9, which must be returned within the time specified by Sponsor. If documents are not returned in a timely manner, are returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, winner will be disqualified. All taxes on prizes and expenses relating to acceptance and use of prizes and not specified are the sole responsibility of winners. Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants, Sponsor, or Sponsor's affiliates, vendors, suppliers, distributors, or retailers. If for any reason this Contest is not able to be conducted as planned, including, but not limited to, by reason of tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and randomly draw from those entries received up to the cancellation/suspension date. SPONSOR DOES NOT MAKE ANY REPRESENTATION OR WARRANTY WITH RESPECT TO THE PRIZES, AND HEREBY DISCLAIMS ANY AND ALL EXPRESS AND IMPLIED WARRANTIES, INCLUDING WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE WITH RESPECT TO THE PRIZES.

Sponsor is not responsible for lost, late, misdirected, undeliverable, illegible, or incomplete entries, whether due to system errors or failures, faulty transmissions or other

telecommunications malfunctions, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, faulty transmissions, technical malfunctions, human error, or any combination thereof. Reasons for disqualification include (but are not limited to): incomplete entries, missing or improper photos, multiple entries, ineligible participant, missing contest deadlines, lost entries, or invalid contact information.

MONEY BACK GUARANTEE RULES AND LIMITATIONS:

We insist that you take the SUCCEED Challenge entirely at **our risk** financially. As a result, the SUCCEED Challenge comes with a 100% Money Back Guarantee. If you complete the entire 60 day program and are not satisfied with the benefits and improvements in the horse, we will refund your entire purchase price.

Money Back Guarantee available on either SUCCEED Granules or SUCCEED Paste Challenge Pack, to anyone who completes the entire SUCCEED Challenge 60-day program. Participants who do not comply with all requirements of the program, including but not limited to taking and uploading before and after photos, using the product daily, or keeping journal entries every week through all 8 weeks of the program, are not eligible.

To redeem the Money Back Guarantee: send a written request, along with the UPC bar codes from each container of SUCCEED in your SUCCEED Challenge program pack and a copy of your original purchase receipt, to: SUCCEED Challenge MBG, c/o Freedom Health, LLC, 65 Aurora Industrial Parkway, Aurora, OH 44202. Written request must be type-written on 8-1/2" x 11" paper and explain briefly why you were not completely satisfied with the results during your SUCCEED Challenge. Freedom Health will mail you a check in the full amount of your original purchase. Allow 6 to 8 weeks for processing.

NO LIABILITY.

All participants assume all risks associated with participating in the SUCCEED Challenge and corresponding contest. Participants and their trainers agree to release and hold harmless Freedom Health, LLC, its officers, directors, employees and agents, and all judges, of any and all liability from loss, risk, damage, or injury that may occur from participating in the SUCCEED Challenge. Participants agree to indemnify Freedom Health, LLC, and the SUCCEED Challenge, their officers, directors, employees, agents, and all judges (collectively "Freedom Health") for all legal costs, including attorneys fees, in the event that Freedom Health is named in, or threatened to be named in, any lawsuit, arbitration, mediation, or other legal or equitable action arising from their participation in the contest.

CHOICE OF LAW AND VENUE:

Except where prohibited, entrants agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with this promotion, or any prize awarded, or the determination of the winner, shall be resolved individually, without resorting to any form of class action, , and (2) any and all claims, judgments and awards shall be limited to actual out-of-

pocket costs incurred, including costs associated with entering this promotion but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and/or Sponsor in connection with the promotion, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without regard for conflicts of law doctrine, and all proceedings shall take place in Rock County in the State of Wisconsin.

WINNER LIST:

For a list of major winners, mail a self-addressed, stamped envelope to be received by October 30, 2011 to: Freedom Health, LLC "SUCCEED Challenge Contest Winners", 65 Aurora Industrial Parkway, Aurora, OH, 44202. Winners will also be posted on the SUCCEED websites at www.succeed-equine.com and/or www.succeed-challenge.com.