

M&F ROCK-HARD CHALLENGE >> OFFICIAL RULES

The MUSCLE & FITNESS "3-Month Rock-Hard Challenge" Contest (the "Contest") begins June 2, 2008, and ends Sept. 29, 2008 ("Contest Period"). Mail-in entries must be received by deadlines referred to below.

>> **Eligibility:** The Contest is offered only in the United States to legal residents of the 50 United States and the District of Columbia, at least 18 years old at time of entry. Employees, officers and directors of MUSCLE & FITNESS, Weider Publications, LLC, and AMI, Inc. ("Sponsor"), and its respective parent, affiliated and subsidiary companies, advertising and promotional agencies, web masters and web suppliers and the immediate family (spouse, mother, father, sister, brother, ward, daughter or son) or members of the households of such employees, officers or directors (whether or not related) are not eligible. By entering, you agree to these Official Rules and the decisions of Sponsor and the judges, which are final and binding in all respects.

>> **Entry:** To enter the Contest you must send in the completed Month 1 training log and two "before" photos (one full-body photo from the front and one full-body photo from the back, males wearing shorts or posing trunks, women wearing shorts and a sports bra or two-piece swimsuit, holding either the day's newspaper or the July 2008 issue of MUSCLE & FITNESS) postmarked by July 31, 2008. Each entry submitted during the Contest shall be referred to herein as an "Essay." You may submit the Essays the following way: send to: MUSCLE & FITNESS "3-Month Rock-Hard Challenge," 21100 Erwin St., Woodland Hills, CA 91367. All three mail-in Essays must be postmarked by the deadlines outlined below. Please note that the last month's Essay requires you to submit two "after" pictures (one full-body photo from the front and one full-body photo from the back, males wearing shorts or posing trunks, women wearing shorts and a sports bra or two-piece swimsuit, holding either the day's newspaper or the September 2008 issue of MUSCLE & FITNESS) at the last month's deadline of the Contest (postmarked by Sept. 30, 2008). You must do the Rock-Hard Challenge Workout and Diet as outlined in the July 2008, August 2008 and September 2008 issues of MUSCLE & FITNESS, send in the completed Month 1 training log and "before" photos postmarked by July 31, 2008, and send in the "after" photos with the completed Month

2 and Month 3 training logs postmarked by Sept. 30, 2008. By participating, entrants attest that their Essays (and all materials embodied therein, except to the extent it refers to a MUSCLE & FITNESS trademark) is original, is the sole work of the entrant, has not been previously published or submitted in any other competitions, and that use of the Essay (and all concepts embodied therein and all images provided) shall not violate the right of any third parties and shall not violate federal, state or local laws or ordinances. By entering the Contest, entrants (i) agree that all entries submitted (whether acceptable or not, regardless of the form they take) will be owned exclusively by Sponsor, and (ii) grant Sponsor the absolute right and permission to edit, modify, publish, exploit and use the content of and concepts embodied in the entry and the entry itself and all images in perpetuity in any and all media (whether now existing or hereafter devised) and in any manner, for trade, advertising, promotional or any other purposes without further approval or consideration, and none will be returned. Entrants also agree that Sponsor, its affiliated and subsidiary companies, licensees, designees and assigns (collectively "Licensees") shall have the right and permission to use the name, voice, picture or other likeness, entry and/or entry information of entrant in any manner or media now or hereafter known (including, without limitation, placing entrant's name, entry and/or entry information onto Licensees' websites or other site promoting this Contest) without further consideration to entrant or any third party, except where prohibited by law.

>> **Winner Selection:** All eligible entries will be reviewed and judged by a panel of qualified judges selected by MUSCLE & FITNESS magazine. Entries will be judged according to the following criteria: Improvement in muscularity will constitute 30% of the final judgment; reduction in visible bodyfat will constitute 30%; and overall improvement will constitute 40%. Also, all deadlines for sending in training logs and "before" and "after" pictures must have been met.

■ The highest scoring entries per

class (one male and one female) will be selected as the Grand Prize Winner. All decisions of judges shall be final.

>> **Grand Prize:** Each Grand Prize Winner will win \$2,500.00.

■ No substitution or transfer of prize is permitted, except by Sponsor, which reserves the right to substitute a prize of equal or greater value if prize (or any portion of prize) becomes unavailable. This Contest is governed by the laws of the state of Florida and is subject to all federal, state and local laws and regulations. Void in Puerto Rico and wherever prohibited or restricted by law. Any and all taxes on the prize, and any other costs, fees and expenses not explicitly stated herein, are the sole responsibility of the prize recipient.

>> **Winner Notification/Releases:**

The selected winners will be notified by telephone and/or mail on or about Oct. 24, 2008. Winner will be sent an affidavit of eligibility and liability and (where legal) publicity release by mail and must complete, sign and return all required documentation within ten (10) days of issuance. If a potential winner does not return the signed documents within ten (10) days of their issuance, is ineligible, or cannot or does not comply with these official rules, he/she will be disqualified, the prize will be forfeited and the runner-up will be selected as the winner and awarded the prize. All participants, by entering, agree to release and hold harmless Sponsor, its respective parents, subsidiaries, affiliates, distributors, suppliers and advertising, promotional and judging organizations and each of their respective employees, officers, directors, shareholders and agents (collectively, the "Releasees") from and against any and all liability for injuries and/or damages sustained in connection with use of the prize (including any travel or activity) or related to participation in the Contest.

>> **Cancellation:** Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or the website or any website related to the Contest; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike or disruptive manner; or with intent

to annoy, abuse, threaten or harass any other person.

>> **Limitations of Liability:** The Releasees are not responsible for any incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in the Contest, and the Releasees assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission at the website or any website related to the Contest; or for communications line failure; or for theft or destruction, tampering, or unauthorized access to entries and/or entry information; or any entries or entry information which are late, lost, inaccurate, incomplete, misdirected, stolen, mutilated, illegible, postage due or any combination thereof. Proof of mailing is not considered proof of delivery or receipt. If, for any reason, the Contest is not capable of running as planned by reason of tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of Sponsor which, in the sole opinion of Sponsor, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right at its sole discretion to void suspect entries and/or cancel, terminate, modify or suspend the Contest and select the winner from among all eligible, non-suspect entries received prior to such cancellation, termination or suspension.

■ In no event will the Releasees be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of access to and use of the internet site muscleandfitness.com or the downloading from and/or printing of material downloaded from said site.

>> **Winners List:** For the names of the winners, mail a self-addressed, stamped envelope (Vermont residents may omit return postage) to: Weider Publications, LLC, MUSCLE & FITNESS Rock-Hard Challenge, 21100 Erwin St., Woodland Hills, CA 91367.

This contest is sponsored by Weider Publications, LLC, 21100 Erwin St., Woodland Hills, CA 91367.