

MUSCLE MILK® Brand Year of You Sweepstakes Official Rules

NO PURCHASE PAYMENT, OR DONATION OF ANY KIND IS NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE, PAYMENT, OR DONATION WILL NOT INCREASE OR IMPROVE AN ENTRANT'S CHANCES OF WINNING.

1. Eligibility: MUSCLE MILK® Brand Year of You Sweepstakes (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who have reached the age of majority in their state or district of residence at the time of entry. Employees of CytoSport, Inc. ("Sponsor"), Mekanism, Sister Studios, HelloWorld, Inc. ("Administrator"), and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: CytoSport, Inc., 1340 Treat Boulevard Suite 350, Walnut Creek, CA 94597.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on January 1, 2019 at 12:00 a.m. Eastern Time ("ET") and ends on February 28, 2019 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: During the Promotion Period, visit musclemilkyoy.com and follow the instructions to upload a photo representing your 2019 Fitness Goal ("Goal") and add text copy to describe your Goal ("Submission"). Then, follow the links and instructions to complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. You automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Entry Requirements: All descriptions and photos must comply with the following restrictions:

- Your Submission must be your original work;
- Your Submission must be in English, except for commonly understood foreign words;
- If you include the names or likenesses of other individuals, you must have their permission to be included and to grant the rights set forth in Section 5. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, including but not limited to privacy, publicity, or intellectual property rights or that constitutes copyright infringement, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way;
- Your Submission must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission;
- Your Submission must not promote any cause other than the promotion theme;
- Your Submission must not include sensitive personally identifiable information (such as the

- entrant's credit card or Social Security number);
- Your Submission must not contain any viruses, spyware, malware or other malicious components that are designed to harm the functionality of a computer in any way; and
 - Your Submission must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any jurisdiction where entry is created.

Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. Released Parties (as defined in Section 10, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions all of which will be void.

Conditions of Entry: If any description or photo fails to comply with any of these Entry Requirements or any other provisions of these Official Rules, Sponsor and Administrator reserve the right, in their sole discretion, to disqualify the entrant. By submitting a description and photo, an entrant agrees that his/her submissions are gratuitous and made without restriction, and will not place Sponsor under any obligation and that Sponsor is free to disclose the ideas contained in the submission on a non-confidential basis to anyone or otherwise use the ideas without any compensation to the entrant. Entrant acknowledges that, by acceptance of his/her submission, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than the entrant. Entrant agrees that Sponsor may post any element of a submission on any websites associated with the Sweepstakes, including Sponsor's social media channels, and grants to Sponsor the worldwide, transferable, non-exclusive, royalty-free, perpetual, irrevocable, and fully sub-licensable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, and display entrant's submission throughout the world in any media (whether now known or hereafter devised).

Note: An entrant may follow the instructions at the Website to use his/her Instagram account to upload a photo. The Sweepstakes is not sponsored, endorsed, administered by, or associated with, Instagram. By participating in the Sweepstakes, an entrant is providing his/her information to Sponsor and not Instagram or Facebook.

IMPORTANT: Message and data rates may apply if an entrant uses a mobile device to participate in the Sweepstakes. Entrants are responsible for these and should consult their wireless providers' pricing plans.

Limit: Each entrant may enter/play three (3) times during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Sponsor's Use of Submissions: Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-

exclusive rights entrant is granting to use the Submission.

6. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winner, from all eligible entries on or around March 1, 2019. Instant Win Game: Five hundred (500) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes Grand Prize winner will be notified by mail, email or phone. The potential Sweepstakes Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at or below \$25 will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

9. Prizes:

Sweepstakes Prize: ONE (1) GRAND PRIZE: Winner will receive one (1) Garmin® fenix® 5 Plus and one (1) year supply of MUSCLE MILK® product, consisting of four (4) MUSCLE MILK PRO SERIES 50® Powders, four (4) MUSCLE MILK® GENUINE Powders Chocolate, four (4) MUSCLE MILK® GENUINE Powders Vanilla, two (2) MUSCLE MILK® GENUINE Powders Banana, two (2) MUSCLE MILK® Coffee Caffeinated Protein Powders, six (6) MUSCLE MILK® Protein Bar Boxes. Approximate Retail Value ("ARV") of the Grand Prize: \$1,308.00.

Odds of winning the Grand Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes:

Quantity		ARV
5	Sport Wireless Earbuds	\$80
5	Fit Bit	\$59.95
40	MUSCLE MILKPRO SERIES 50® Powder Tub	\$30
80	MUSCLE MILK® 1.93 Powder Tub	\$29
30	MUSCLE MILK™ Flex Fit Hat, Black, size L/XL	\$15
80	MUSCLE MILK™ Shaker	\$14
10	\$10 iTunes Gift Card	\$10
10	\$10 Google Play Gift Card	\$10
80	MUSCLE MILK® Protein Bars (5ct) Blue	\$8
80	MUSCLE MILK™ Viking Water Bottle, 28oz	\$5
80	MUSCLE MILK™ Workout Towel	\$5

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Total ARV of Instant Win Game Prize is \$7,429.75.

For All Prizes: Terms and conditions of gift cards apply. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for any and all taxes, costs, expenses and fees associated with prize receipt and/or use, including without limitation, all federal, state and local taxes. For prizes valued over \$600, prize winner will be issued an IRS Form 1099 for the retail value of the prize. TOTAL ARV OF ALL PRIZES: \$8,737.75. Limit: One (1) Sweepstakes prize and one (1) Instant Win Game prize per person.

Third party brands, including but not limited to, Garmin, Fitbit, iTunes, and Google Play are not affiliated with Sponsor or the Sweepstakes and do not sponsor, endorse, approve or have any responsibility for this Promotion.

10. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Mekanism, Sister Studios, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

11. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. Despite the above, Sponsor has no obligation to use any such materials in any manner.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at

random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

14. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (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, indirect, 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 the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.hormelfoods.com/privacy-policy/> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

16. Winner List: For a winner list, visit <http://bit.ly/2U293BY>. The winner list will be posted after winner confirmation is complete.

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Fitbit is a trademark of Fitbit, Inc.

iTunes is a trademark of Apple, Inc.

Google Play is a trademark of Google LLC.

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