

Sweepstakes Rules & Regulations

1. SWEEPSTAKES PERIOD: This Sweepstakes starts on January 1, 2017, at 12:00 AM and closes on December 31, 2017 at 11:59 PM Pacific Time. The Sweepstakes is administered by Vision Critical (US) Inc. (the "Administrator"). The Administrator is and shall remain solely responsible for the delivery of the Prize(s) to the winner(s).

2. ELIGIBILITY: This Sweepstakes is open to all registered members of the NutritionInsiders community panel ("**Entrants**"). All Entrants must be individuals legally residing in the United States. Administrator reserves the right to require proof of residence prior to awarding any prize. If a minor is selected, the parent or legal guardian of the selected entrant must sign an affidavit, in order for their child to be declared the winner and the prize may be issued in the parent or legal guardian's name. Employees, agents and representatives of the Administrator and its subsidiaries and affiliates, are not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled.

3. PRIZES: There are a maximum twelve (12) random draws (the "**Draws**") in the Sweepstakes consisting of six (6) cash prizes per draw. Each draw will consist of six (6) \$50 gift cards (the "**Prizes**") for an aggregate of \$3600 in Prizes to be given away during the Sweepstakes Period. The Prizes will be awarded monthly, with Prizes being drawn within ten (10) business days of the beginning of each month (the "Draw Dates") in the Sweepstakes Period. All Prizes are to be awarded in United States dollars.

4. HOW TO PARTICIPATE: The Sweepstake is offered electronically via the Internet. All Entrants who are registered members of the NutritionInsiders community panel may enter the Sweepstake by following the link to participating studies in the Entrant's invitation or on the NutritionInsiders website during the Sweepstakes Period and completing the study online. These Entrants will receive one (1) entry for every participating study during the Sweepstakes Period. Completion of the study is not required to enter the Sweepstake. Entrants may enter the Sweepstake by using the alternate means of Sweepstake entry set out in item 5.

5. NO PURCHASE NECESSARY TO ENTER OR WIN - ALTERNATE MEANS OF ENTRY: Entrants may receive one (1) entry for each of the Draws by legibly printing the Entrant's name, street address, city, states, zip code, telephone number, complete email address, and the path to the survey for which the Entrant was selected (URL address) on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to Vision Critical (US) Inc. NutritionInsiders Sweepstakes, 436 Lafayette St, 6th Floor, New York, NY 10003, US. Please note the URL address of the survey is necessary to identify the specific sweepstakes being entered. Mail-in entries that do not include the URL address will not be valid.

6. DRAW(S): Draws will be held in Vancouver, B.C., Canada, within 10 business days of each of the Draw Dates from all eligible entries received. Winners will be determined by random drawing from all eligible entries received by Administrator by midnight on the last day of the preceding quarter. The odds of winning depend on the number of eligible entries received. The odds of an entry winning any Prize will be the same, whether the entry was automatically generated or by alternate means of entry.

7. PRIZE AWARDING: Prizes will be awarded only on verification by VC that all Contest requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of VC which may substitute a Prize of comparable or greater value. No correspondence will be entered into except with selected Entrants at the email address listed on the VC systems, or on the mail-in entries. VC will notify each winner by email within fifteen (15) business days of the relevant Draw Date. Winners will have two (2) business days from notification to accept the Prize by email, and will be instructed whom to contact at that time. VC is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected Entrant cannot be contacted or fails to respond within the allotted time VC reserves the right to void that entry and select another eligible Entrant for that Prize (and in the event that the subsequent selected Entrant cannot be contacted or fails to respond, a further Entrant will be selected, until a winner is determined, provided further that in the event that a winner is not determined after attempts have been made to contact 3 Entrants, VC may elect not to conduct any further redraws and not award such Prize). In order to be declared an official winner, the selected Entrant(s) must correctly answer a time-limited, skill-testing mathematical question without mechanical or other assistance. The selected Entrants may be required to complete, and return to VC a web-based Winner Notification Survey within two (2) days of receipt. If a selected Entrant(s) fails to complete, and return the Web-based Winner Notification Survey to VC within two (2) business days

and/or provides an incorrect answer to the skill-testing mathematical question, VC reserves the right to void that entry and select another eligible Entrant for that Prize. By completing, and returning the web-based Winner Notification Survey, the Entrant: (i) confirms compliance with these Contest Rules and Regulations; (ii) releases and forever discharges VC, its affiliates and subsidiaries and its advertising and promotional agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize; and (iii) gives permission to VC, at its option, to publish or otherwise use the Entrant's name, address, photograph, voice and comments, without compensation, in any publicity carried out by VC or its advertising agencies.

8. GENERAL RULES: By entering the Sweepstakes, Entrants agree to abide by these Rules and Regulations and the decisions of Administrator, which are final.

9. WINNERS LIST: To obtain a copy of the winner list or a copy of the Rules and Regulations, send your request to: to Vision Critical (US) Inc. NutritionInsiders Winners List, 436 Lafayette St, 6th Floor, New York, NY 10003, US. Requests must be received no later than December 31, 2017 and must enclose a self-addressed stamped envelope.

10. DISQUALIFICATION: The Administrator is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Sweepstakes or the operation of the NutritionInsiders Panel website or any other Administrator hosted website, as determined by Administrator in its sole discretion, will be disqualified. If disqualified for any of the above abuses, Administrator reserves the right to terminate the Entrant's eligibility to participate. In the event any portion of this Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Administrator, which in Administrator's sole opinion corrupts or impairs the administration, security, fairness or proper entry into the sweepstakes, Administrator reserves the right, in its sole discretion, to suspend or terminate the Sweepstakes and to award Prize(s) to individual(s) selected at random from the pool of Entrants received up to the point of termination. In no event will more Prizes be awarded than those listed in the Rules and Regulations.

11. TAX INFORMATION: Liability for any applicable taxes imposed by any government, if any, on any Prize won is the sole responsibility of the winner of such Prize.

12. APPLICABLE LAWS: This Sweepstakes is subject to the laws of the State of New York. Void where prohibited or restricted by law.