

Be Well, Do Well Contest Official Rules

Earn one contest entry by completing **any** of the following:

- Enroll two new Independent Business Associates who each sign up with a Quick Start Package (or purchase a minimum of \$300 BV on their initial order).
- Enroll six new Preferred Customers who each sign up with an initial product order of at least \$100 and an AutoShip (\$50 retail value product minimum).
- Enroll one IBA (with a \$300 sign-up order) and three PCs (who each enroll with a \$100 minimum sign-up order and subscribe to AutoShip).
- Earn a contest entry yourself for signing up to attend the August Celebration by April 30.
- Earn a contest entry for every personally enrolled IBA that registers for the August Celebration between now and April 30.
- One entry earned for each PC who signs up with a Sure Start between now and July 31.

Official Rules

- The contest officially starts September 5, 2008, and winners will be announced at August Celebration 2010.
- All participants for contest entries must be 18 years or older.
- Must be an official IBA doing business in the United States, Mexico, United Kingdom, or United Arab Emirates.
- Only NEW Independent Business Associate and NEW Preferred Customer enrollments that meet the product purchase requirements will contribute towards contest entry qualification.
- An IBA qualifies as an enrollment with the purchase of a Quick Start package or a minimum order of \$300 Bonus Value.
- A PC qualifies as an enrollment by having an initial product order of at least \$100 and by subscribing to an AutoShip (\$50 minimum) for at least three months.
- Qualified enrollments are tracked through the direct Enroller only. Placement Sponsor and/or *indirect* Enroller relationships are not considered eligible for the Be Well, Do Well contest.
- Existing PCs who change to IBA status and/or IBAs who change to PC status will not count as qualified enrollments. However, a retail customer who changes to either PC or IBA status and fulfills the appropriate product purchase requirements will count as a qualified enrollment in the Be Well, Do Well contest.
- Activity will be measured by calendar quarter. Calendar quarters are Jan-March, April-June, July-September, and October-December. Activity period will be based on the entry date of the sign-up order. Extra points on any given quarter DO NOT roll over to the next quarter nor are they applied to a previous quarter that may have been short in accumulated points.
- Earned entries will be listed for each IBA in their back office, and will be updated after each quarter.
- Employees of The New Algae Company and such employees' related family members and persons with whom such employees are domiciled are excluded from this contest.
- To be eligible for any of the prizes, the IBA must:
 1. Be considered Active each month during the contest period. (An IBA is considered Active during any applicable month that he/she maintains

the minimum requirement of at least \$150 in Personal Bonus Value or subscribes to a \$100 Bonus Value monthly personal AutoShip order.)

2. Keep his/her account current.
3. Be in good standing with the company.

Prize Details

Grand prize is a Honda Civic Hybrid (or comparable make/model available in the international regions). Winner is solely responsible for all applicable taxes, vehicle destination charges, insurance costs, surcharges, registration, title, and license fees and other costs incurred in claiming, registering, or using the vehicle. Vehicle includes standard features; any additional options are winner's responsibility. Color subject to availability. Any vehicle displayed or pictured in promotional/advertising materials may not be the actual vehicle awarded. Winner will be required to personally retrieve the vehicle from a dealership, as determined by Simplexity Health, and will need to provide valid driver's license and proof of insurance/registration. Failure to accept possession of vehicle within thirty (30) days of notification of availability may result in prize forfeiture.

Second prize is seven days, six nights in beautiful Belize for four (4) people at a private beach home. Prize includes use of private beach home for six (6) nights, roundtrip coach air transportation for four (4) people (winner and three travel guests) from an airport near winner's home within the U.S. and/or Canada (airport, carrier, and itinerary selected by Sponsor). In the case of a Mexico, UK, or UAE winner, roundtrip coach air travel includes originating from anywhere in the 50 United States to Miami, Florida *only*. Transportation and accommodations are subject to availability, blackout periods, and government restrictions and regulations; other restrictions may apply. All expenses not specifically mentioned herein are solely the responsibility of the prize winner and his or her travel guests. All travel must be taken on dates specified; alternative travel dates must be approved by Simplexity Health. Winner and travel guests must travel on same itinerary. No additional guests outside number specified may accompany winner. Travel guests under the age of 18, must be accompanied on trip by minor's parent or legal guardian. All required passports, visas, or other travel documentation is the sole responsibility of the winner and guests. Travel guests will also be required to sign and return a travel release before any travel occurs.

Top Enroller Prize is three (3) nights for two (2) people in a penthouse condo on North Miami Beach. Prize includes roundtrip coach air transportation for two (2) people (winner and a guest) from an airport near winner's home within the U.S. and/or Canada (airport, carrier, and itinerary selected by Sponsor), use of private penthouse condo and oceanic spa for three (3) nights. In the case of a Mexico, UK, or UAE winner, roundtrip coach air travel includes originating from anywhere in the 50 United States to Miami, Florida *only*. Transportation and accommodations are subject to availability, blackout periods, and government restrictions and regulations; other restrictions may apply. All expenses not specifically mentioned herein are solely the responsibility of the prize winner and his or her travel guest. All travel must be taken on dates specified; alternative travel dates must be approved by Simplexity Health. Winner and travel guest must travel on same itinerary. No additional guests outside number specified may accompany winner. Travel guest under the age of 18, must be accompanied on trip by minor's parent or legal guardian. All required passports, visas, or other travel documentation is the sole responsibility of the winner and guests. Travel guest will also be required to sign and return a travel release before any travel occurs. In the event of a tie for top enrollments, Simplexity Health will have the option of

1) Counting ALL IBA/PC enrollments to determine the winner

or

2) Reviewing total volume of the qualified enrollments, whichever represents a clear tie breaker.

- Winners are responsible for all applicable federal, state, and local taxes, if any, on a prize.
- Each IBA is eligible for either the grand prize or the second prize and the Top Enroller prize. One IBA cannot win both the grand and second prizes. There will be two winners for first and second prizes. One IBA can win the Top Enroller and either the grand prize or the second prize.
- Simplexity Health will notify participants of their contest entry status.
- Winners will be notified by phone, e-mail, and certified mail. Acceptance of prize must be completed in writing within 30 days of prize notification.

Additional Considerations

Enrollments will be considered void if:

- A newly enrolled IBA or PC refuses or returns his/her initial order.
- The new IBA or PC cancels his/her account.
- A new PC cancels his/her AutoShip (resulting in the account changing to retail status).
- The Enroller assignment of the new IBA or PC is changed.
- A person intentionally deletes his/her account and subsequently re-enrolls.

Please note:

- Except for Simple Solutions, all donations are in U.S. dollars; Simple Solutions donations, as designated by Simplexity Health, may be in product or in U.S. dollars.
- Each contest entry qualifies for a \$10 donation to one selected charity. Donation certificates will be issued at the end of the contest, to one or more of the following:
 - <https://www.ashanet.org/index.php?page=home>
 - www.savethechildren.org
 - <http://smallkindness.org/>
 - <http://www.taoproje ct.org/main.html>
 - <http://www.visiontrust.org>
 - <http://www.uccf.org/>
 - http://www.simplexityhealth.com/faces/simple_solutions.html
 - Bhatkal Women's Shelter in India