

Rules

F.I.T CHALLENGE THAT'S ALL ABOUT HELATH CONTEST THE F.I.T CHALLENGE THAT'S ALL ABOUT HEALTH CONTEST (THE "CONTEST") IS INTENDED TO BE CONDUCTED IN CANADA ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE TWENTY-FIVE (25) YEARS OF AGE OR OLDER IN OXFORD COUNTY AT THE TIME OF ENTRY. VOID IN WHOLE OR IN PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE "CONTEST RULES").

1. WHO'S ELIGIBLE TO ENER THE 2012 F.I.T CHALLENGE? (a) To be eligible to participate in the F.I.T Challenge (as defined below) portion of this Contest, an individual must: (i) be a legal resident of County of Oxford in the Province of Ontario; (ii) be twenty-five (25) years of age or older at time of entry; (iii) when requested by the Sponsors, provide written approval from his/her physician to participate and sign a release and submit to Sponsors to the satisfaction of Sponsors in their sole discretion; (iv) be the sole owner of all right, title and interest (including copyright) in material submitted, including but not limited to blogging on the Contest Website, in connection with the Contest; (v) make a full time commitment to actively participate in the Contest, including, but not limited to, attend and participate in all mandatory training and nutrition sessions, meetings, interviews, blogging, workouts and events (detailed below) during the Contest Period; and (b) To be eligible to cast an online vote in the Contest Voting Period (as defined below), an individual must:

- (i) be a legal resident of County of Oxford in the province of Ontario; and
- (ii) be eighteen (18) years of age or older at the time of entry.
- (iii) not be a Semi-Finalist (as defined below)

Employees of F.I.T Institute Inc. and All About Health Remedy'sRx (collectively, the "Sponsors"), their respective affiliates, subsidiaries, related companies, advertising and promotional agencies, judges of the Contest and their household members are not eligible to participate in the Contest. The Sponsors shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsors for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsors reserve the right to disqualify any entrant should such any information be found incomplete, inaccurate

or misleading personal details. 2. CONTEST PERIOD. The Contest begins on January 19, 2012 and ends on June 30, 2012 (the "Contest Period") after which time the contest will be closed. 3. CONTEST ENTRY PERIOD. Entrants may only enter the Contest from noon on January 19, 2012 until 12:00 p.m. on February 3, 2012 (the "Contest Entry Period"). 4. HOW THE CONTEST WORKS. (a) The Newspaper will advertise the Contest and locations, and web sites for entrants to submit their entries to participate in the twelve (12) week fitness challenge that will take place between March 19, 2012 and June 8, 2012 (the "F.I.T Challenge"). Entrants will have until the February 3, 2012 to submit entries. Please refer to Section 5. (b) At the end of the Contest Entry Period, the judges will select ten (10) entrants (the "Selected Entrants") to be interviewed by the judges. All Selected Entrants must be available to attend the interview on the date and time specified by the Sponsors in their sole discretion. The judges will select six (6) semi finalists (the "Semi-Finalists") from the Selected Entrants. The Selected Entrants will be contacted on or before February 7, 2012 to be advised of interviews that will take place on February 9 and 10, 2012. (c) The Semi-Finalists will be required to read and sign the Contest Rules and provide the signed release form to the Sponsors by February 11 at 4:00 p.m. (d) A complete food journal must be maintained from February 13 to February 19, 2012. Each Semi-Finalist must submit their food journal to the Sponsors by February 21, 2012. (e) The Semi-Finalists must be available for interviews with the judges that will take place February 22 – 24, 2012. (f) "The "Public Voting Period" will begin at 10:00 a.m. on February 22, 2012 and end at 11:59 p.m. on March 2, 2012 (the "Public Voting Period"). During the Public Voting Period, the Semi-Finalists will go online to promote the Contest and solicit the public for votes, voting will be open to the public (the "Voters") who will be able to vote online at the Contest Website for ONE Semi-Finalist (the "Voting Finalist") who they would like to see participate in the F.I.T Challenge. The FOUR Semi-Finalists who receive the highest number of Public Votes during the Public Voting Period will be selected for consideration to participate in the F.I.T Challenge. The judges will select the FOUR Semi Finalists to participate in the F.I.T Challenge. The judges will select (based on criteria detailed below) four (4) Semi-Finalists to participate in the F.I.T Challenge (the "Finalists") (Voting Finalist and Finalists collectively referred to as the "Finalists"). (g) The Finalists will be required to: (1) allow the Sponsors to take and post his/her measurements, weight and progress on the Contest Website, in the Newspaper and/or be broadcast on television; (ii) submit an update to the blog located on the Contest Website a minimum of three (3) times per week during the Contest Period; (iii) participate in television interviews at Sponsors sole discretion; (iv) complete and submit a seven (7) day food and beverage log; and (v) complete and submit a weekly food journal to the Contest nutritionist by email during the Contest Period. (h) All portions of the Finalist Prize (defined below) must be used during the Contest Period. No portion may be carried forward.

(i) At the end of the twelve (12) week F.I.T Challenge, the judges will select (based on criteria detailed below) the Grand Prize Winner (defined below).

5. HOW TO ENTER. (a) There is no purchase necessary to enter the Contest. Enter using any of the methods of entry outlined below. No entries will be accepted by any other means. (i) To enter in person, clearly print your name, complete mailing address, daytime telephone number and age at the time of entry and submit it together with all of the items listed below in section b (i), (ii) and (iii). To the attention of the F.I.T Institute, 485023 Sweaburg Road, Woodstock, Ontario. (ii) To enter online, complete and submit the entry form located at www.fitinstitute.ca (the "Contest Website"). (b) Each entrant must submit an entry form together with: (i) a written description explaining their health and fitness goals, their motivation levels and why they feel it is important for them to participate in the F.I.T Challenge (maximum of two hundred fifty (250) words); (ii) a current, full-length photograph of him/herself (maximum 2 MB); and (iii) an answer to each of the following questions (maximum of seventy-five (75) words per answer):

- If you were to be selected to be a Finalist, would you be able to fulfill all of the required commitments? If not, which ones and why?
- Who do you hope to inspire by your example if you are selected to participate in the F.I.T Challenge?
- Have you ever tried to lose weight or stick to an exercise plan in the past, if so, what were your successes and your challenges or reasons for not completing or continuing (if applicable) with your plan?
- If you were to be selected to be a Finalist, how can you assure the Contest judges and the public that you would overcome any adversity and fulfill all the Contest requirements?
- Please describe any type of eating plan, such as being a vegetarian, you follow or if you have any food restrictions/allergies.
- If you were to be selected to be a Finalist, what support would you have from your spouse or family and how do you think your family and friends would react to you being in the spotlight?
- How flexible is your schedule and what do you see as the single biggest barrier to achieving your health and fitness goals?
- If you were to be selected to be a Finalist, how would you feel about having your

photographs, your story, your measurements, your results and your twelve (12) week health journey published/broadcast in the Newspaper, online and/or any other media outlets?

(c) By participating in this Contest, the entrant represents and warrants that: (i) all information in the Entry Form does not and shall not contain any material that is slanderous, defamatory, profane or obscene; (ii) the Entry Form is original and all right, title, and interest (including copyright) therein and thereto is owned and/or controlled by the entrant to the full extent necessary to enable the Sponsors to use the Entry Form as contemplated by these Contest Rules; and (iii) the Work does not and shall not infringe upon the intellectual property or other statutory or common law rights of any third parties.

(d) Limit of one (1) entry per person during the Contest Entry Period. In the case of multiple entries, only the first eligible entry received will be considered. (e) All entries, including the Entry Form, become the sole property of the Sponsors and no portion will be returned for any reason. Entries must be received no later than the end of the Contest Entry Period. Votes must be received no later than the end of the Contest Voting Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants except with those selected to participate in the contest. (f) Entries submitted by mail must be received by the Sponsors no later than the end of the Contest Entry Period, and must be in a separate outer envelope bearing sufficient postage. (g) Entries received online shall be deemed to be submitted by the

authorized account holder of the e-mail address associated with the entry. For the purpose of the Contest Rules, "authorized account holder" of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each selected entrant may be required to provide the Sponsors with proof that the selected entrant is the authorized account holder of the e-mail address associated with the winning entry.

6. HOW TO CAST A PUBLIC VOTE. (a) To be eligible to cast an online Public Vote during the Public Voting Period, an individual must: (i) be eighteen (18) years of age or older at the time of voting; and (ii) complete the entry form in order for their vote to count. To vote in person, clearly print your name, birth date, complete mailing address including postal code, telephone number, and the name of the Semi-Finalist (as defined below) you are voting for, to one of the following locations: All About Health Remedy'sRx, 357 Norwich Avenue (Norwich Place Plaza), Woodstock, Ontario, Monday – Friday 9:00 a.m. – 7:00 p.m. and Saturday 10:00 a.m. – 4:00 p.m.; F.I.T Institute Inc., 485023 Sweaburg Road, Woodstock, Ontario, Thursday 7:00 a.m. – 3:00 p.m.

To vote online, complete and submit the entry form locate at the Contest Website. (b) Limit of one (1) vote per email address per 24-hour period during the Public Vote. In the case of multiple Votes, only the first eligible Vote received per 24-hour period will be considered.

(c) Semi-Finalists are prohibited from casting votes for themselves or any other Semi-Finalists. A Semi-Finalist found of having attempted to cast a Vote, tamper or attempt to tamper with the voting process or the operation of the Contest shall be disqualified from participating in the F.I.T Challenge and the Contest. 7. FINALIST PRIZES. FOR CLARITY, THERE IS NO PRIZE AWARDED TO THE SEMI-FINALISTS EXCEPT THE OPPORTUNITY TO MOVE ONTO THE FINALIST STAGE OF THE CONTEST AT THE SOLE DISCRETION OF THE SPONSORS.

(a) Finalist Prizes. There are three (3) finalist prizes (each, a "Finalist Prize") available to be won by the Finalists each consisting of mandatory participation during the F.I.T Challenge: (i) twelve (12) consecutive weeks of mandatory physical training which shall include three (3) one (1) hour training sessions with F.I.T Institute Inc. per week during the F.I.T Challenge on a schedule and at places to be determined by F.I.T Institute Inc. prior to February 24, 2012 based on Finalists availability, resources and hours of operation. (ii) one (1) optional yoga session per month (for a total of three (3) yoga sessions) during the F.I.T Challenge at times and locations as determined by the Sponsors; (iii) one (1) optional body analysis through a chiropractor at a time and location as determined by the Sponsors; (iv) one (1) optional massages per month during the F.I.T Challenge at a time and locations as determined by Sponsors; (v) one (1) mandatory full body screening assessment during the F.I.T Challenge at a time and location as determined by sponsors in their sole discretion; (vi) one (1) mandatory health and fitness consultation at a time and location as determined by the Sponsors; (vii) twelve (12) consecutive weeks of mandatory meetings (one (1) hour per week) for nutritional consultation and guidelines at times and locations as determined by the Sponsors; and (viii) one (1) kitchen clean-out where a nutritionist selected by the Sponsors will visit each Finalist's home at a time to be mutually agreed upon. (b) All times and locations for workouts, meetings, services and events listed above to be determined by the Sponsors in their sole discretion. (c) Each Finalist Prize has an approximate value of Six Thousand Seven Hundred Twenty Five Dollars (CDN \$6,725.00). (d) Each Finalist is responsible for providing his/her own workout attire and shoes and any equipment needed or recommended due to medical or other conditions as recommended by his/her physician. (e) Each Finalist's workout programs (the "Workout Programs") (described above) will be tailored to each Finalist's individual goals. The Workout Programs will be defined after each Finalist has been successfully contacted and notified that they have been selected as a Finalist to

participate in the F.I.T Challenge. Finalists must comply with all Contest Rules and requirements, sign the Release (defined below) and provided the Sponsors with certification from their physician they are fit to participate in the Contest. (f) Each Finalist shall agree to be interviewed about his/her progress, results of which will be published in the Newspaper and posted on the Contest Website. Each Finalist will be required to set up a regular mutually agreed-upon time for a fifteen (15) minute weekly phone call during the F.I.T Challenge Period to speak with a Newspaper reporter who will write the weekly updates. (g) Each Finalist shall agree to contribute to a blog (the "Blog") by email to F.I.T Institute Inc. and shall post a minimum of three (3) days per week during the F.I.T Challenge Period. Blog posts must be original in content and written by the Finalist about his/her progress during the F.I.T Challenge. (h) Each Finalist may be required to appear on a local television news program during the F.I.T Challenge on dates and times as determined by the Sponsors. Finalists will be given advance notice of such television appearances which will consist of the Finalists being interviewed about his/her progress during the F.I.T Challenge. (i) All workouts, meetings, sessions, services, events and other components of this Contest are mandatory. Full disclosure on all medical screening forms, interviews and questionnaires is mandatory. (j) All workouts, meetings, sessions, services and events during the F.I.T Challenge will take place in and around the city of Woodstock. (j) Each Finalist must fulfill the requirements set out herein and sign and return the Release (defined below) prior to taking part in the F.I.T Challenge. (i) In order to continue to participate in the Contest and to be eligible to participate in the Finalist Prize, or any portion thereof, each Finalist must participate in and complete all the mandatory activities listed in section 7 above. Participation in the optional activities, while not mandatory, will be considered as a factor by the Contest judges in their selection of the Grand Prize Winner (defined below).

8. GRAND PRIZE. (a) Grand Prize. There are two (2) grand prizes (the "Grand Prize") available to be won by the Grand Prize winners (the "Grand Prize Winner") as selected by the judges (based on criteria detailed below) in their sole discretion, details to be announced in future.

9. VOTING PRIZE. (a) Voting Prize. There is one (1) voting prize (the "Voting Prize") available to be won by the Voting Prize winner (the "Voting Prize Winner") consisting of one (1) Nintendo Wii Fit. The Voting Prize has an approximate value of Three Hundred Forty Nine (CDN \$349.00).

10. OTHER PRIZE TERMS. (a) Finalist Prizes, Grand Prize and Voting Prize are hereafter collectively referred to as "Prize" or "Prizes". Finalists, Grand Prize Winner and Voting Prize Winner are hereafter collectively referred to

as "Winner" or "Winners. (b) Winners are not entitled to monetary difference between actual Prize and stated value of Prize value, if any. (c) Prizes will be distributed five (5) days after each Winner has been successfully contacted and notified of his/her Prize and fulfilled the requirements set out herein (d) Prizes must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsors. Any unused portion of a Prize will be forfeited and have no cash value. The Sponsors reserve the right, in their sole discretion, to substitute a Prize of equal or greater value if a Prize (or any portion thereof) cannot be awarded for any reason. (e) Shipped Prizes shall not be insured and the Sponsors shall not assume any liability for lost, damaged or misdirected. (f) Sponsors shall have the right in their sole discretion to disqualify any entrant at any time during the Contest.

11. SEMI-FINALIST SELECTION. Semi Finalist Selection. Six (6) Semi-Finalists shall be selected from the Selected Entrants by the judges as follows: (a) On or about February 9, 2012 in Woodstock, Ontario, six (6) Semi-Finalists will be selected from the Selected Entrants by a panel of judges from all eligible Selected Entrants received during the Contest Entry Period. (b) The judges shall select the entrants based on answers provided at the time of entry, the interview process, enthusiasm, availability and willingness to participate. The judges, in their absolute discretion, shall select the entrants based on the above criteria. The decisions of the judges shall be final and binding and may not be challenged in any way. (c) THE ENTRANTS SELECTED FOR THE SEMI-FINALIST SPOTS WILL BE NOTIFIED BY TELEPHONE OR E-MAIL NO LATER THAN February 7, 2012 AT 12:00 P.M. AND MUST RESPOND WITHIN TWENTY-FOUR HOURS OF NOTIFICATION. Upon notification, the Semi Finalists must respond by telephone to the contact number provided in the notification and the Semi Finalists response must be received by the Sponsors within the time indicated. If the Semi Finalist does not respond in accordance with the Contest Rules or the Semi Finalist does not comply with the Contest Rules, he/she will be disqualified and will not receive a Semi Finalist spot and another entrant will be selected. The Sponsors are not responsible for the failure for any reason whatsoever of selected entrant to receive notification or for the Sponsors to receive a selected entrant's response.

12. FINALIST SELECTION. Finalist Selection. Four (4) Finalists shall be selected from the Semi-Finalists as follows: (a) Four (4) entrants shall be selected, from the Semi-Finalists, by the judges and four (4) entrants shall be selected by the Voters for consideration to participate in the F.I.T Challenge. The judges, in their sole discretion, will select four (4) Finalists as follows:

(i) On or about March 2, 2012 in Woodstock, Ontario, four (4) entrants will be selected by a panel of judges as Finalists who will proceed to participate in the F.I.T Challenge. The selection process will be based on interview results, enthusiasm, availability and willingness to participate. The number of votes received online will be taken into consideration by the judges but will not be a sole determining factor for selecting a Finalist. (ii) The judges, in their sole discretion, shall make their selections based on the above criteria. The decisions of the judges shall be final and binding and may not be challenged in any way. (b) THE ENTRANTS SELECTED FOR THE FINALIST SPOTS WILL BE NOTIFIED BY TELEPHONE OR E-MAIL NO LATER THAN March 5, 2012 AT 12:00 P.M. AND MUST RESPOND WITHIN TWENTY-FOUR HOURS OF NOTIFICATION. Upon notification, the Finalists must respond by telephone to the contact number provided in the notification and the Finalists response must be received by the Sponsors within the time indicated. If the Finalist does not respond in accordance with the Contest Rules or the Finalist does not comply with the Contest Rules, he/she will be disqualified and will not receive a Finalist spot and another entrant will be selected. The Sponsors are not responsible for the failure for any reason whatsoever of selected entrant to receive notification or for the Sponsors to receive a selected entrant's response.

13. GRAND PRIZE WINNER SELECTION. Grand Prize Winner. Two (2) Grand Prize Winners shall be selected as follows: (a) On or about June 12, 2012 in Woodstock, Ontario two (2) Finalists (one male and one female) will be selected as the Grand Prize Winners by a panel of judges from all eligible Finalists who have successfully completed all portions of the F.I.T Challenge. Judging and scoring will be based on the following criteria as determined by the judges in their sole discretion: (i) Weight loss during the F.I.T Challenge = 1 point per pound; (ii) Fat mass lost during the F.I.T Challenge = 5 points per pound; (iii) Lean muscle gained during the F.I.T Challenge = 5 points per pound; (iv) Girth measurements (mm) lost during the F.I.T Challenge = 5 pts per mm (v) Appointment attendance = 1 point for each nutrition/fitness appointment for a total of 48 points (additional physiotherapist appointments not included); (vi) Food logs = 2 points per day (up to 14 per week) if submitted in a timely manner, during the F.I.T Challenge; (vii) Event participation = 10 points per event participation during the F.I.T Challenge to a maximum of 30 points; (viii) Print interviews = 1 point per interview to a maximum of 12 points; (ix) TV appearances = 1 point for participation during the F.I.T Challenge to a maximum of 4 points; and (x) Blogging = 1 point for each blog submission during the twelve (12) week F.I.T Challenge to a maximum of 36 points. The odds of being selected as a potential winner are dependent upon

the number of eligible entries received by the Sponsors. Before being declared a Grand Prize Winner, the selected Finalist shall be required to comply with the Contest Rules and sign and return the Release (described below). The judges, in their absolute discretion, shall select the Grand Prize Winner based on the criteria detailed above. The decisions of the judges shall be final and binding and may not be challenged in any way. (b) THE SELECTED ENTRANTS WILL BE NOTIFIED BY TELEPHONE AND EMAIL NO LATER THAN June 12, 2012 AT 12:00 P.M. AND MUST RESPOND WITHIN TWENTY-FOUR HOURS OF NOTIFICATION. Upon notification, the selected entrant must respond by telephone to the contact number provided in the notification, and the selected entrant's response must be received by the Sponsors within two (2) business day of such notification. If the selected entrant does not respond in accordance with the Contest Rules, he/she will be disqualified and will not receive the Grand Prize and another entrant may be selected in the Sponsors' sole discretion until such time as an entrant satisfies the terms set out herein. The Sponsors are not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsors to receive a selected entrant's response.

14. VOTING WINNER SELECTION. Voting Prize Winner. One (1) Winner shall be selected from all individuals who successfully cast votes online towards the selection of the Selected Finalist. The Voting Prize Winner will be selected as follows: (a) On or about March 2, 2012 in Woodstock, Ontario, one (1) voter will be selected by a random draw from all eligible entries received by the Voters during the Contest Voting Period. Each Voter shall be eligible to win only one (1) Prize. The odds of being selected as a potential Voting Prize Winner are dependent upon the number of eligible Voter entries received by the Sponsors. Before being declared a Voting Prize Winner, the selected entrant shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail, to comply with the Contest Rules and sign and return the Release (described below). (b) THE SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE OR E-MAIL NO LATER THAN MARCH 5, 2012 AT 12:00 P.M. AND MUST RESPOND WITHIN TWENTY-FOUR HOURS OF NOTIFICATION. Upon notification, the selected entrant must respond by telephone to the contact number provided in the notification, and the selected entrant's response must be received by the Sponsors within two (2) business days of such notification. If the selected entrant does not respond in accordance with the Contest Rules, he/she will be disqualified and will not receive a Prize and another entrant may be selected in the Sponsors' sole discretion until such time as an entrant satisfies the terms set out herein. The Sponsors are not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsors to receive a selected entrant's response. (c) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected entrants for the Voting Prize than contemplated in these Contest Rules, there will be a random draw amongst all eligible Voting Prize claimants after the Contest's closing date to award the correct number of Prizes.