

Stripped in Six Weeks™ OFFICIAL RULES

Eligibility: STRIPPED IN SIX WEEKS™ (Challenge) is open to men and women who are over the age of 18, and you must be medically stable and have no medical reason that you should not lose weight. You must be committed to making a real change in your life and agree to use Eggcel® Chilled for the length of the Challenge.

By submitting an entry you grant the owners of the Eggcel® brand the right to record, copy, publish, use, edit, exhibit, distribute, perform, merchandise, market, adapt and/or modify your entry in any way, in any and all media, without limitation and without any compensation if you are chosen as the winner. You agree to abide by these official rules and the judges' decisions, which are final in all respects and will not be divulged.

Conditions of Entry:

You must follow the minimum requirements of one serving of Eggcel® Chilled per day. No other weight loss supplements or weight reducing prescriptions are to be used while participating in the Challenge. No Entrants are to have had surgical weight loss procedures including, but not limited to, liposuction or gastric bypass during the challenge. No use of anabolic steroids, human growth hormones, or prescription thyroid medications that are not prescribed by a licensed physician for a known medical condition are to be used during your participation in the Challenge.

There are two (2) steps required for valid submission of your Entry. Entrant must register for the Challenge, and Entrant must return a completed Entry Submission.

Registration:

In order to participate in the Challenge, you must first register. The Challenge will begin 10 October 2011 and you can register up until 01 October. The Challenge will end six weeks later. Registration is only open to online purchasers of Eggcel® who are either losing weight or building muscle mass during the Challenge period. Clients who have lost weight prior to the start of the Challenge may enter, however the weight loss and before pictures considered for the challenge will only be that which occurred during the Challenge period.

Before Photographs:

Your "Before" portion of an Entry must include two (2) or more Before Photos taken at the start of the Challenge. These must be taken on 10 October 2011 or at last 3 days either side of this date. The requirements for the Before Photos are as follows:

Pictures Required:

- Photo from the front, showing your body from head to knees. Adopt a comfortable, relaxed stance with your arms at your sides.
- Photo from the side, face pointed toward the camera, showing your body from head to knees. Adopt a comfortable, relaxed stance with your arms at your sides.
- Photos must include you holding a clearly visible dated newspaper

Your Before Photos must be emailed to challenge@eggcel.co.nz to confirm your registration 15 October 2011.

After Photographs and Entry Submission:

Your "After" portion of entry must include at least four (4) After Photos taken at the completion of your Challenge. Clothing should be form-fitting to best demonstrate your transformation success. You may also choose to have professional "after" Photos taken. Photos must include you holding a clearly visible dated newspaper.

Entry Submission:

Essay of no more than Five Hundred (500) words describing how the Challenge and your transformation success has improved the quality of your life. Include what role diet, exercise, and Eggcel® played in your transformation. You should also describe how your changes have affected your attitude about yourself and towards others. Your Essay must be emailed to us with your After Photos by 28th November 2011 to challenge@eggcel.co.nz.

Judging Process and Prizes:

All valid Entry Submissions received by the deadline dates stated above will be reviewed to determine the winning entries. Judging will be based on the following equally weighted criteria:

- 1) Your overall physical transformation, based on your before and after photos.
- 2) Your ability to represent the Eggcel® brand and be an inspiration to others.
- 3) Your written testimonial describing your success on the Challenge and how your transformation has changed your life in any positive way.

In the event of a tie, the winners will be determined based on the highest score for "Overall Transformation." In this case there will be a Female and a Male Winner, who will then 'battle' it out for the Ultimate Transformation title. They will have a further six (6) weeks of Challenge competition before the Ultimate Transformation Winner is determined. During these additional six (6) weeks, they must each purchase an Eggcel® 12 Pack from www.eggcel.co.nz to enable them to qualify, and be required to consume minimum one serving of Eggcel® per day during the six (6) weeks following. An after photo at the completion of this stage is required.

Grand Prize:

The Ultimate Transformation Winner will receive free accommodation for 5 nights for two (2) staying at Le Manumea Resort, Apia, Samoa including other additional prizes pertaining to the holiday. These will be confirmed throughout the Challenge, if haven't already by the start of the Challenge. The Grand Prize is for the Ultimate Transformation Winner, who is chosen by an independent third party and announced no earlier than 30th November 2011, or 7 weeks later in the event of a tie as described above.

By entering this Challenge, Entrant acknowledges that the owners of Eggcel® brand reserves the right to interpret these rules and to change, modify, and/or amend these rules at their sole discretion. They may change, modify, and/or amend these rules without notice to Contestants. Changes, modifications and/or amendments to the Official Rules will be posted at <http://www.eggcel.co.nz>.

The creators of this Challenge, have stipulated that if the minimum number of participants is not reached, the Challenge may be postponed until the required number of registrations has been met.

By accepting a Prize, Winner grants the owners of the Eggcel® brand and its agents to use each entrant's name, address, biography, photographic and artistic likeness, and voice for promotion and publicity purposes without additional compensation (except where prohibited by law). By submitting an Entry, Entrants grant the owners and its agents the right to record, copy, publish, use, edit, exhibit, distribute, perform, merchandise, market, license, sublicense, adapt and/or modify such entry in any way, in any and all media, without limitation and without any compensation to the Entrant.

Good Luck!

Team Eggcel

www.eggcel.co.nz