

The Admiral Challenge Official Rules

NO PURCHASE OR DONATION NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The Admiral Challenge (the "Promotion") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry and who are members of www.pinkdingo.com. Membership is free. Employees of Pinkdingo, Inc., The David Robinson Foundation, 24 Hour Fitness USA, Inc., JPMorgan Chase & Co., the San Antonio Spurs, ePrize, LLC, and any of their respective related companies, parents, subsidiaries, affiliates, and agents and any agencies or other companies involved in the development or execution of the Promotion or production or distribution of Promotion materials, 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. Void where prohibited. The Promotion consists of a sweepstakes (the "Sweepstakes") and a contest (the "Contest").

2. Sponsor: Pinkdingo, Inc., 147 Rowayton Avenue, Norwalk, CT 06853.
Administrator: ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Agreement to Official Rules: By participating in the Promotion, each entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of Sponsor and Administrator, which are final and binding in all matters related to the Promotion. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Promotion begins on February 22, 2010 at 10:00 a.m. Eastern Time ("ET") and ends on March 3, 2010 at 2:00 p.m. ET (the "Promotion Period"). Sponsor's computer is the official time-keeping device for the Promotion.

5. How to Enter:

a) The Contest: There are two (2) ways to enter the Contest. You may choose to build recruit points either in the manner described in Section 5(a)(1) or in the manner described in Section 5(a)(2), below.

1. Recruiting Donors to the Challenge: During the Promotion Period, visit www.pinkdingo.com and, if you're not already a Pinkdingo member, sign up, or if you are already a member, log in. Then, follow the links and instructions to navigate to the Challenge page. Click on and copy the link that appears in the "Recruit Donors" box on that page and paste the link into the body of an email that you address and send to individuals you wish to recruit as donors to this Challenge. You may only send an email including the link to persons with whom you have an existing relationship. The link is a unique identifier to your Pinkdingo account. For each unique person you recruit who visits www.pinkdingo.com, and makes at least one (1) donation of at least \$2.99 to David Robinson Foundation on The Admiral Challenge page (each a "Donation"), you will receive one (1) recruiting point (a "Point") in the Contest. Entrants who choose to recruit donors

according to these steps will not earn recruiting Points for recruits who sign up for Pinkdingo but do not donate to the Challenge.

2. Inviting Friends to Join Pinkdingo: To earn Points without asking your recruits to make donations, during the Promotion Period, visit www.pinkdingo.com and, if you're not already a Pinkdingo member, sign up, or if you are already a member, log in. Then, click the "Invite Friends to Join Pinkdingo" button on the top right corner of any page on the site. Click on and copy the link that appears in the "Invite Friends" box on that page and paste the link into the body of an email that you address and send to individuals you wish to recruit as members. You may only refer persons with whom you have an existing relationship. For each unique person you recruit who signs up for Pinkdingo during the Promotion Period, you will receive one (1) Point, regardless of whether your recruit makes a Donation.

b) **The Sweepstakes:** There are two (2) ways to enter the Sweepstakes.

1. Donate: During the Promotion Period, visit www.pinkdingo.com and, if you're not already a Pinkdingo member, sign up, or if you are already a member, log in. Then, follow the links and instructions to navigate to the Challenge page and make a Donation (defined above) of at least \$2.99 to receive one (1) entry into the Sweepstakes.
2. Free Entry: To receive a Sweepstakes entry without making a Donation, first sign up or log in, then visit <https://spreadsheets.google.com/viewform?formkey=dDYxUjNTZVpyMk5uQ1FETWlwM01YRHc6MA> to complete the registration form, including a valid email address, home address and phone number at which you can be reached if you are a potential winner

Limit: Each entrant may receive up to four (4) Sweepstakes entries per day during the Promotion Period, by any method or combination of methods of entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated program to enter 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 online entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. Potential winners may be required to show proof of being the authorized account holder. 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.

6. Winner Determination: Winners will be determined via the processes set forth below.

- a) **Contest:** The entrant who obtains the highest number of Points for recruiting either donors to The Admiral Challenge or members to Pinkdingo will be the potential Grand Prize winner for the Contest. In the event of a tie between two (2) or more entrants, the entrant who earned the highest Point total first

will be the potential Grand Prize winner. Potential winner will be notified by email, mail or phone on or around March 2, 2010. Sponsor, in its sole discretion, reserves the right to select an alternate Grand Prize winner for the Contest should the recruiting process appear to have been tampered with or manipulated in any way.

- b) **Sweepstakes:** Sponsor's decisions as to the administration and operation of the Sweepstakes and selection of the potential Sweepstakes winner are final and binding in all matters related to the Sweepstakes. Administrator will randomly select one (1) potential Sweepstakes winner from all eligible entries on or around March 2, 2010 and will notify the potential winner by email, mail or phone at that time.

7. Winner Requirements: Potential winners must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. Each potential winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return an Affidavit of Eligibility, Liability & Publicity Release ("Affidavit"), which must be received by Administrator within twenty-four (24) hours of the time and date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to execute and return the Affidavit within the required time period, or prize notification is returned as undeliverable, potential winner forfeits the prize. In the event that a potential Contest Grand Prize winner is disqualified for any reason, the entrant with the next highest number of Points will be the alternate winner. If after three (3) attempts, if time permits, a Contest Grand Prize winner is not confirmed, the prize will remain un-awarded. In the event that a potential Sweepstakes Grand Prize winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, if time permits, after which the prize will remain un-awarded. Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor may use the winner's name, city, state, likeness, number of Points, and/or prize information in connection with the Promotion, worldwide, including the Internet, without limitation and without further payment or consideration, except where prohibited by law.

8. Prizes: TWO (2) GRAND PRIZES (one (1) for the Contest and one (1) for the Sweepstakes): A trip for two (2) to San Antonio, TX to see a Spurs game on March 5, 2010 (the "Game"). Trip package includes roundtrip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to San Antonio, TX; two (2) night's accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); and the opportunity to meet David Robinson and to sit courtside with him at the Game. Winner must travel between March 4 and March 6, 2010 or prize will be forfeited. Travel must be roundtrip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, airline fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless

child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. If winner is over eighteen (18) yet still a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If, in the judgment of Sponsor, air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if Game or opportunity to meet and sit with David Robinson is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value: \$1,380. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Prizes are non-transferable and no substitution will be made unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize for one of equal or greater value should it become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) prize per person.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, The David Robinson Foundation, 24 Hour Fitness USA, Inc., JPMorgan Chase & Co., Valero Energy Corporation, Cushman and Wakefield Inc., the San Antonio Spurs, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, 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.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion 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.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, 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; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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. Sponsor is not responsible for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor and Administrator are not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Promotion. If for any reason an entrant's Sweepstakes entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that, if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the Sweepstakes prizes offered herein. 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 the 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.

12. 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.

13. Entrant's Personal Information: Information collected from entrant is subject to ePrize, LLC's Privacy Policy <http://www.eprize.com/privacy-policy> and Sponsor's Privacy Policy http://www.pinkdingo.com/pages/privacy_policy/.

14. Winner List: Winner List requests will only be accepted after the promotion end date (listed above) and no later than July 2, 2010. For the Winner List, send an email with subject line: "The Admiral Challenge, Winner List Request," to WinListRequests@eprizefulfillment.com.

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The Admiral Challenge Abbreviated Rules

1. Abbreviated rules for online Ads – Banner

NO PURCHASE OR DONATION NECESSARY. Enter by: 3/3/10 at 2:00 p.m. ET. To enter and for Official Rules, visit www.pinkdingo.com.

2. Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE OR DONATION NECESSARY. Legal residents of the 50 United States (D.C.), 18 years or older who are members of www.pinkdingo.com. Membership is free. Enter by: 3/3/10 at 2:00 p.m. ET. To enter and for Official Rules, including prize descriptions, visit www.pinkdingo.com. Void where prohibited.