

**MUSCLE & FITNESS MALE MODEL SEARCH CONTEST
OFFICIAL RULES**

PURCHASE NECESSARY.

1. **Eligibility:** Muscle & Fitness Male Model Search Contest (the “Contest”) is open only to males who are 18 years or older as of September 24, 2010. Mr. Olympia, LLC (the “Sponsor”) and its managers, employees and agents, and members of the immediate family of such individuals (including spouses, parents, siblings, children and their respective spouses) and persons living in the same household with any such individuals are ineligible. Models that have appeared in previous covers of Muscle & Fitness Magazine are not allowed to participate. **Void where prohibited or restricted by law.** The Contest will be held on September 24 & 25, 2010, in the South Hall of the Las Vegas Convention Center, Las Vegas, Nevada, and attendance is required for this Contest.

2. **To Enter:** Beginning at 12:01 am EST on Monday, March 1, 2010, visit the website www.MrOlympia.com to access the “2010 CONTESTANT ENTRY FORM” and either (i) mail the entry form to Muscle & Fitness Male Model Search, Attention: Maria Ibarra, 21100 Erwin Street, Woodland Hills, California 91367, along with a check or money order for the \$100.00 entry fee, or (ii) fax the entry form to 818-932-9032, along with your credit card number and the applicable expiration date and card security code so that we may charge you for the \$100.00 entry fee. Entries must be received no later than 11:59 pm EST on September 10, 2010. The registration fee includes entry to the EXPO only (entry to the other shows is not included). All entry fees are non-refundable. Each contestant is responsible for his own time, travel, and lodging to the event. All materials submitted become the property of Sponsor and will not be returned. **On September 24, 2010, for judging, Contestants must report to the back of the expo stage (Las Vegas Convention Center – South Hall 1) by 1:00 PM in order to participate in judging. On September 25, 2010, for finals, Contestants must report to the back of the expo stage (Las Vegas Convention Center – South Hall 1) by 11:30 AM in order to be eligible for the Contest. Failure to appear by the stated times, will result being removed from the competition, and forfeit of entry fee.**

3. **Winner Selection:** One (1) winner will be selected by judges applying the following criteria in their sole discretion: (a) shape, symmetry and overall condition(50%), (b) stage presence, poise and personality (40%), and (c) audience popularity (10%). Judges will be chosen by the Sponsor, and the judges’ decisions are final and binding in all respects relating to the Contest.

4. **Prizes:**

One (1) Grand Prize consisting of (a) an Exclusive Photo Shoot with Muscle & Fitness Magazine (b) two VIP Tickets to the 2011 Olympia Weekend with an approximate value of \$1,476.00, (c) appear in the pages of Muscle & Fitness Magazine and; (d) the opportunity to appear on a Muscle & Fitness Magazine cover(subject to space availability and time constraints). Approximate retail value of Grand Prize is \$10,000.00. Should the winner be

unable or unwilling to fulfill the obligations outlined in the contract, a substitute winner will be named.

No prize package includes taxes, insurance, personal expenses, gratuities, incidental charges or any other items not specifically described in these Official Rules, and all expenses for any of the foregoing are the sole responsibility of the prize winner(s). Travel expenses are not paid as part of any of the prizes. No transfer, substitution or cash equivalent for any prizes will be permitted, except at the sole discretion of the Sponsor due to the unavailability of prizes for any reason, including but not limited to cancellation, scheduling conflicts or force majeure. Any remaining components of the prize will be awarded and the Sponsor's obligation to the winners will be fulfilled, and no other additional compensation will be provided. Sponsor reserves the right to substitute prizes of equal or greater value.

5. **General:** The Contest is governed by the laws of the State of Florida. By entering, entrants/winners agree: (a) to release the Sponsor and its agents from all liability, loss or damage arising out of or relating to the participation of entrants/winners in the Contest, including with respect to their acceptance and use/misuse of the prizes; (b) to be bound by these Official Rules; (c) that the decision of the Sponsor is final and binding on all matters relating to the Contest; and (d) to the use of their names, personal information and likenesses for advertising and promotional purposes in all media worldwide (including the Internet) without additional compensation, except in Tennessee and where otherwise prohibited by law. **All applicable federal, state and local laws and regulations apply.** Winners are responsible for all federal, state and local taxes. All winners will be issued an IRS 1099 tax form for the actual value of their prize. No responsibilities are accepted for any additional expenses, omissions, delays, re-routing or acts of any government or authority. All winners must submit an Affidavit of Eligibility / Release of Liability / Prize Acceptance Form immediately upon being chosen. If any prize or affidavit or release is returned to Sponsor as undeliverable or if Sponsor does not receive a response from any winner within seven (7) business days of attempted notification, such winner may be disqualified and such prize will be awarded to an alternate winner. Noncompliance with these Official Rules shall result in disqualification and award of prizes to an alternate winner. By accepting prizes, winners consent that Sponsor may use the winner's name, image (including but not limited to photographs, videos and other likenesses), biographical information and statements concerning the Contest, without compensation in connection with advertising, promotion and merchandising, and winners irrevocably grant the right to edit or modify and to publish and copyright the foregoing. Winners must also make themselves available to travel at Sponsor's expense for promotional purposes. By accepting prizes, winners agree to hold Sponsor and its managers, employees, agents, licensees, successors and assigns, harmless from and against any and all claims and liability arising out of any and all prizes. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participating in the Contest. By participating in the Contest, entrants agree to abide by and be bound by these Official Rules, and understand that the Contest results are final in all respects. By participating in the Contest, entrants agree to hold Sponsor and its managers, employees, agents, licensees, successors and assigns, harmless from and against any and all claims and liability arising out of such participation. Entrant is responsible for all online charges incurred by entrant's internet service provider. Sponsor does not make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any

prize, including, without limitation, quality, merchantability and fitness for a particular purpose.

6. **Personal Information:** Any personal information that the winner or participants submit in connection with the Contest will be collected and used by the Sponsor and its authorized agents to administer the Contest and to award prizes. Participant's personal information may also be used to send additional information about Sponsor, Sponsor's affiliates and licensee, and each of their respective products and programs via electronic and ordinary mail. Except as set forth herein, a participant's personal information will not be used for any other purpose and will not be shared with anyone else unless required by law.
7. **Sponsor:** This Contest is sponsored by Mr. Olympia, LLC located at 21100 Erwin Street, Woodland Hills, California, 91367.