

**OFFICIAL RULES FOR THE 2011 AQUAPHOR LE TOUR CHALLENGE  
POWERED BY VERSUS TELEVISION & MAPMYRIDE.COM**

**PLEASE READ THE OFFICIAL RULES OF THE 2011 AQUAPHOR LE TOUR CHALLENGE POWERED BY VERSUS TELEVISION & MAPMYRIDE.COM (“CHALLENGE”).**

**BY PARTICIPATING IN THE CHALLENGE, EACH PARTICIPANT (OR IF THE PARTICIPANT IS NOT OF THE AGE OF MAJORITY IN HIS/HER STATE OF RESIDENCE, HIS/HER PARENT OR LEGAL GUARDIAN) FULLY AND UNCONDITIONALLY AGREES TO AND ACCEPTS THESE OFFICIAL RULES AND THE DECISIONS OF THE SPONSOR, WHICH ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CHALLENGE. WINNING ANY PRIZE IS CONTINGENT UPON FULFILLING ALL REQUIREMENTS SET FORTH HEREIN.**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE OR IMPROVE YOUR CHANCES OF WINNING. **FREE REGISTRATION FOR THE CHALLENGE IS AVAILABLE UPON [SIGN-UP](#) FOR THE CHALLENGE.**

**1. CHALLENGE TIMING**

The Challenge will coincide with the 2011 edition of the Tour de France (“Tour”). It will commence on Saturday July 2, 2011 at 12:00:01 a.m. Eastern Daylight Time (EDT) and will end on July 24, 2011 at 11:59:59 p.m. EDT. This period will be referred to as the “Challenge Period”. The Challenge will include Random Drawings associated with each day of the Tour. The term relevant for the daily participation required for inclusion in the daily Random Drawings will be referred to as the “Daily Challenge Period.” There will be two (2) days during the Challenge Period assigned as “rest days” on July 11 and July 18, 2011. Any entries submitted for these two days will not be eligible for any of the Random Drawings. MapMyRide.com’s Web servers are the official time keeping device for the Challenge.

**2. ELIGIBILITY.**

THE RANDOM DRAWINGS ARE OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES OR THE DISTRICT OF COLUMBIA (“U.S.”) WHO ARE AT LEAST EIGHTEEN (18) YEARS OF AGE ON JULY 2, 2011. Employees, directors and officers and their immediate families (spouses and siblings, parents and children and their spouses) and household members of the Sponsor (as defined below), and their respective parent companies, subsidiaries and affiliates, distributors, dealerships and companies involved in the implementation and execution of the Random Drawings (collectively the "Random Drawing Entities") are not eligible. Further, all participants must be registered members of any of the MapMyFitness, Inc. suite of Web sites—MapMyRUN.com, MapMyRIDE.com, MapMyTRI.com, MapMyWALK.com, MapMyHIKE.com, MapMyMOUNTAIN.com, or MapMyFITNESS.com. IN ADDITION, ELIGIBILITY TO RECEIVE PRIZES FROM THE RANDOM DRAWINGS REQUIRES THAT PARTICIPANTS BE ABLE TO PROVIDE A VALID UNITED STATES POSTAL DELIVERY ADDRESS. Winning any prize in the Random Drawings is

contingent upon fulfilling all requirements set forth herein. VOID WHERE PROHIBITED BY LAW.

3. **SPONSOR.**

MapMyFitness, Inc.  
522 East 6<sup>th</sup> Street  
Austin, Texas 78701

4. **HOW TO ENTER.** To enter the Challenge and to gain an entry into the daily Random Drawing(s), Grand Prize Drawing or Major Prize Drawing, go to <http://www.mapmyride.com/tdf>, follow the links and instructions, and fill out the online entry form completely. A participant must ride his or her bicycle and submit certain personal information and data compiled in connection with that bicycle ride (“ride data”)—either manually at MapMyRIDE.com or via an integrated and verified means like a MapMyFitness iMapMy mobile device software application or approved Global Positioning System (“GPS”) device—on the day of a Tour Stage. A participant will earn **one entry** for the Random Drawing associated with a given stage if he or she completes a bicycle ride on the day of that stage and submits ride data. A participant’s entry in the Challenge does not guarantee that he or she has won or will win a prize. Internet entry must be made by participant at [MapMyRIDE.com](http://www.mapmyride.com). Each participant may participate in as many Random Drawings as he or she wishes during the Challenge Period. The Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, and such registrations will automatically be disqualified. In the event of any dispute as to a participant’s registration or participation in the Challenge, the authorized account holder of the email address used to register will be deemed to be the registrant or participant. 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. Potential winners of the Random Drawings may be required to show proof of being the authorized account holder.

5. **ADMINISTRATION OF THE CHALLENGE.** THE SPONSOR MAINTAINS COMPLETE AND SOLE DISCRETION RELATIVE TO ALL DECISIONS AS TO THE ADMINISTRATION AND OPERATION OF THE CHALLENGE AND/OR THE SELECTION OF POTENTIAL WINNERS. MOREOVER, ANY DECISION BY THE SPONSOR RELATIVE TO THE ADMINISTRATION AND OPERATION OF THE CHALLENGE AND/OR THE SELECTION OF POTENTIAL WINNERS IS FINAL AND BINDING IN ALL MATTERS RELATED TO THE CHALLENGE. By participating in the Challenge each participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects. THE SPONSOR RESERVES THE RIGHT IN ITS SOLE DISCRETION TO DISQUALIFY ANY INDIVIDUAL WHO IS FOUND TO BE TAMPERING WITH THE ENTRY PROCESS OR THE OPERATION OF THE CHALLENGE, TO BE ACTING IN VIOLATION OF THESE OFFICIAL RULES, OR TO BE ACTING IN AN UNSPORTSMANLIKE OR DISRUPTIVE

MANNER, OR WITH THE INTENT TO DISRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE, OR TO ANNOY, ABUSE, THREATEN OR HARASS ANY OTHER PERSON, AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

6. **HOW TO PLAY**

a) Random Drawings.

1. Random Drawings. After each Stage of the Tour, the Sponsor will conduct Random Drawings and select potential winner(s) from all eligible entries received in connection with that Stage. To gain an entry for a Random Drawing, a participant must ride his or her bicycle and submit certain ride data—either manually at MapMyRIDE.com or via an integrated and verified means like a MapMyFitness iMapMy mobile device software application or approved Global Positioning System (“GPS”) device—in connection with that Stage of the Tour during the applicable Daily Challenge Period. A Participant can earn only **one entry** for each of the Random Drawings.

2. Grand Prize Random Drawings. After certain predetermined Stages of the Tour, the Sponsor will conduct Grand Prize Random Drawings. Participants chosen as winners of the Grand Prize Random Drawings will be awarded prizes. To gain an entry for a Grand Prize Random Drawing, a Participant must ride his or her bicycle and submit certain ride data—either manually at MapMyRide.com or via an integrated and verified means like a MapMyFitness, Inc., iMapMy mobile device software application or approved Global Positioning System (“GPS”) device—in connection with any Stage in advance of that Grand Prize Random Drawing. A Participant can earn only **one entry** for each of the Grand Prize Random Drawings.

7. **RANDOM DRAWINGS AND NOTIFICATION OF WINNERS.** THE SPONSOR MAINTAINS COMPLETE AND SOLE DISCRETION RELATIVE TO ALL DECISIONS AS TO THE RANDOM DRAWINGS, INCLUDING *INTER ALIA*, HOW THE RANDOM DRAWINGS ARE CONDUCTED, HOW THE RESULTS ARE DETERMINED, AND THE ELIGIBILITY OF PARTICIPANTS. MOREOVER, ANY DECISION BY THE SPONSOR RELATIVE TO THE ADMINISTRATION AND OPERATION OF THE RANDOM DRAWINGS AND/OR THE SELECTION OF POTENTIAL WINNER(S) IN SAID RANDOM DRAWINGS IS FINAL AND BINDING IN ALL MATTERS RELATED TO THE CHALLENGE. The Random Drawings will be conducted by the Sponsor using randomization methods selected in their sole and complete discretion. The potential winner of a Grand Prize or the Major Prize (defined as a prize with a value of at least \$600) will be notified by email or telephone within (1) hour of conclusion of the Random Drawing. The potential Grand Prize or Major Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) of each prize will then be required to sign and return to MapMyRIDE.com, within four (4) hours of the time the

notice is sent, the Prize Claim Documents in order to claim his/her prize if applicable. The potential winner of a lower level prize (defined as being valued at less than \$600) will be notified by email or telephone within one (1) hour of conclusion of the Random Drawing. Said notice will include an electronic affidavit of eligibility, liability/publicity release, and/or other documents (collectively, "Prize Claim Documents"). The potential winner (parent/legal guardian if winner is a minor in his/her state of residence) of each lower level prize will then be required to sign and return to MapMyRIDE.com, within one (1) hour of the time the notice is sent, the Prize Claim Documents in order to claim his/her prize if applicable. If a potential winner of any prize cannot be contacted, or fails to sign and return the Prize Claim Documents within the required time period, that potential winner forfeits the prize. In the event that a potential winner of any prize is disqualified for any reason, the Sponsor will award the applicable prize to an alternate winner by Random Drawing from among all remaining eligible entries. Upon disqualification no other compensation will be given. There will be at least one (1) alternate drawing, time permitting, after which the applicable prize will remain unawarded. Any winners determined in a subsequent Random Drawing will be required to satisfy the eligibility requirements and the procedures set forth above.

8. **VERIFICATION OF WINNERS.** ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY THE SPONSOR BEFORE ANY PRIZE WILL BE AWARDED. THE SPONSOR MAINTAINS SOLE AND COMPLETE DISCRETION AS TO ANY DECISIONS RELATIVE TO THE VERIFICATION OF ANY WINNER, AND ANY SUCH DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CHALLENGE. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, UNLESS AND UNTIL PARTICIPANT'S ELIGIBILITY, AND PARTICIPATION IN THE CHALLENGE HAVE BEEN VERIFIED AND PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. Except where prohibited by law, each verified winner hereby agrees and grants Sponsor the right, but not the obligation, to the use of his or her name, picture, likeness, voice, address (city and state) and any statements made or attributed to such winner (collectively, "Attributes") for advertising and promotional purposes in any and all media including, without limitation, on the Sponsor's website and in other promotional materials, without notice, review or approval, and without further compensation, and each verified winner hereby releases, discharges and holds harmless the Sponsor from all claims arising out of the use of such Attributes. Except as otherwise contemplated in these Official Rules, information collected in connection with the Challenge will be used in accordance with the Privacy Policies posted on [wwwMapMyRIDE.com](http://www.MapMyRIDE.com), and [www.versus.com](http://www.versus.com).
9. **PRIZES AND ODDS FOR RANDOM DRAWINGS.** Random Drawings to determine the potential daily prize winners will be conducted the day after a given Stage of the Tour has concluded. Please visit the following site to see prizes available to be awarded each day during the Challenge Period: <http://www.mapmyride.com/tdf/prizes>. The Major Prize winner will be selected in a random drawing, conducted on or about July 24, 2011, among all eligible entries received during the entire Challenge Period. LIMIT ONE PRIZE PER DAY PER PERSON, EMAIL ADDRESS, FAMILY, HOUSEHOLD OR ADDRESS. The

Sponsor reserves the right to substitute a prize of equal approximate retail value or comparable use in the event the offered prize is unavailable for any reason. Odds of winning a daily prize depends upon the total number of eligible entries received for that daily drawing. Prizes will be awarded only if the potential winner fully complies with these Official Rules. Prizes are nonassignable and nontransferable. Prizes pictured in online and other Challenge materials are for illustrative purposes only. Actual prize(s) may vary from the prize(s) pictured. Make/model of prize components subject to change at Sponsor's sole discretion. ALL DETAILS AND OTHER RESTRICTIONS OF PRIZES NOT SPECIFIED IN THESE OFFICIAL RULES WILL BE DETERMINED BY THE SPONSOR IN ITS SOLE AND COMPLETE DISCRETION. Each prize winner shall be solely responsible for all federal, state and/or local taxes, sales tax, surcharges, service charges, and all other costs incurred in claiming, redeeming, accepting, or using a prize. The approximate retail value of any prizes available (please see prize link) are subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the approximate retail values are estimated for purposes of these Official Rules and the date the prize(s) is (are) awarded or redeemed. If the actual purchase price of a prize is less than the approximate retail value or manufacturer's suggested retail price stated herein, the prize winner will NOT be entitled to a check, cash or other form of payment for the price difference. Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Challenge. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND THE SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSES AND/OR NON-INFRINGEMENT. Sponsor's decisions regarding each drawing will be final and binding. The potential winners will be notified per the procedures outlined above and required to complete the Prize Claim Documents within the required time period delineated above. The Sponsor is not responsible if a potential prize winner does not receive his or her winner notification or corresponding prize because a fraudulent or bogus e-mail address or other inaccurate contact information was provided at the time of entry or if the e-mail it sends to a potential prize winner is misdirected or bounces back or is intercepted by SPAM or other e-mail filters. Any Random Drawing winner must take delivery of prize from the location designated by the Sponsor.

- 10. PRIZES AVAILABLE:** There are a total of 1,158 prizes available to be awarded during the Challenge Period having a total Approximate Retail Value of: \$154,346.03. All prizes will be awarded, time permitting and if there are enough eligible entries received for a particular random drawing.

As noted below, for each Daily Random Drawing during the Challenge Period and for the Grand Prize and Major Prize drawings, there will be specific prizes available.

**PRIZE CHART:** Number of Prizes Available for Each Drawing and their Approximate Retail Value (“ARV”) are listed in the following Prize Chart.

<u>Brand Name</u>	<u>Prize</u>	<u>Prize Description</u>	<u>Quantity</u>	<u>Total Retail Value</u>	<u>Website</u>
<b>Primal Wear</b>	Custom Cycling Jerseys	84 Competition Jerseys (\$59.99ea) 150 Yellow Leader Jerseys (Team Winner) (\$59.99ea) 25 Custom Cycling kits (\$150.00ea) 50 Custom Designed Cycling Jerseys (\$59.99ea)	309	\$20,787.16	<a href="http://www.primalwear.com">http://www.primalwear.com</a>
<b>BH Bikes</b>	Grand Prize Bikes	One Cristal Bike (\$3999), One G5 Bike (\$4650) and Two RC1 Bikes (\$3999ea)	4	\$16,647.00	<a href="http://www.bhbikes-us.com/">http://www.bhbikes-us.com/</a>
<b>Smith Optics</b>	PivLock SunGlasses	The <b>PivLock V90</b> and <b>PivLock V90 Max</b> feature a proprietary, patent-pending temple/hinge piece that compliments what can only be described as the lightest performance interchangeable, rimless sport style in the world today. Both the temples and the nosepiece remove easily, making the task of swapping out lenses easier than ever. The PivLock V90 Max features a lens silhouette that is slightly larger than the PivLock V90	140	\$19,600.00	<b>PivLock V90:</b> <a href="http://www.smithoptics.com/products/#/Sunglasses/Premium+Performance/Pivlock+V90/view/">http://www.smithoptics.com/products/#/Sunglasses/Premium+Performance/Pivlock+V90/view/</a> <b>PivLock V90 Max:</b> <a href="http://www.smithoptics.com/products/#/Sunglasses/Premium+Performance/Pivlock+V90+Max/view/">http://www.smithoptics.com/products/#/Sunglasses/Premium+Performance/Pivlock+V90+Max/view/</a>
<b>Performance Bicycle</b>	Scattante CFR Race Road Bike + Cycling Helmet	With its feathery-light 3K-weave carbon frame, full-carbon fork, reliable Shimano Ultegra 6700 components and TRP brakes, the Scattante CFR Race road bike is fully equipped to live up to its name. (\$3499.99ea) & Three Cycling Helmets (\$100ea)	3	\$10,799.97	<a href="http://www.performancebike.com/bikes/Product_10052_10551_1102324_-1">http://www.performancebike.com/bikes/Product_10052_10551_1102324_-1</a>
<b>CycleOps</b>	3 CycleOps Grand Prizes 23 Training Videos 6 CycleOps Trainers	<b>3 Grand prize packages:</b> The CycleOps SL+ alloy wheelset offers you day in and day out reliability, coupled with aerodynamics and the precision of power measurement. With the Joule – the world’s first cycling computer design for cyclists who train specifically with power – you can continually monitor your progress. And finally, the SuperMagneto Pro trainer, which offers the versatility and authentic, road-like feel which sets it apart from other trainers. (\$2400 ea) <b>23 Videos:</b> RealRides Training DVD’s featuring Robbie Ventura. (\$34.99ea) <b>6 Trainers:</b> CycleOps SuperMagneto Pro Trainers. (\$399.99ea)	32	\$10,404.71	<b>Grand Prize -</b> <a href="http://www.cycleops.com/products/powermeters/wheels.html?page=s hop.product_details&amp;flypage=flypage_images.tpl&amp;product_id=285&amp;category_id=21">http://www.cycleops.com/products/powermeters/wheels.html?page=s hop.product_details&amp;flypage=flypage_images.tpl&amp;product_id=285&amp;category_id=21</a> <b>AND</b> <a href="http://www.cycleops.com/products/trainers.html?page=s hop.product_details&amp;flypage=flypage_images.tpl&amp;product_id=163&amp;category_id=3">http://www.cycleops.com/products/trainers.html?page=s hop.product_details&amp;flypage=flypage_images.tpl&amp;product_id=163&amp;category_id=3</a> <b>RealRides Video -</b> <a href="http://www.cycleops.com/products/accessories/training-dvds.html">http://www.cycleops.com/products/accessories/training-dvds.html</a> <b>CycleOps Trainers -</b> <a href="http://www.cycleops.com/products/trainers.html?page=s hop.product_details&amp;flypage=flypage_images.tpl&amp;product_id=163&amp;category_id=3">http://www.cycleops.com/products/trainers.html?page=s hop.product_details&amp;flypage=flypage_images.tpl&amp;product_id=163&amp;category_id=3</a>

<b>Polar</b>	Gear Packs	Each gear pack is valued at \$280 MRSP and includes: (1) FT40 training computer-- refurbished (1) Dry Weave Polar tech shirt (1) Running hat (1) Elite water bottle (1) elite drawstring bag (4) Polar decals and tattoos	36	\$10,080.00	<a href="http://www.polarusa.com/us-en/products/improve_fitness/fitness_crosstraining/FT40">http://www.polarusa.com/us-en/products/improve_fitness/fitness_crosstraining/FT40</a>
<b>Trek Travel</b>	Paris Finishing Package & Solvang Ride Camp	4day/3night <b>Race France Adventure</b> 2011 Package for 2 valued at approximately \$3,990 (\$1,995 per person) Participants must submit a ride by July 7 to be entered to win. 7day <b>Solvang Ride Camp</b> package for two valued at approximately \$2,400 (\$1,200 per person) Participants must submit a ride by July 21 to be entered to win.	2	\$6,390.00	<b>Race France Adventure:</b> <a href="http://www.trektravel.com/?utm_source=11-mmr&amp;utm_medium=website&amp;utm_campaign=11-branding">http://www.trektravel.com/?utm_source=11-mmr&amp;utm_medium=website&amp;utm_campaign=11-branding</a> <b>Solvang Ride Camp:</b> <a href="http://www.trektravel.com/solvang-ride-camp-bike-tour.php?utm_source=11-mmr&amp;utm_medium=prize&amp;utm_campaign=11-ride-camp">http://www.trektravel.com/solvang-ride-camp-bike-tour.php?utm_source=11-mmr&amp;utm_medium=prize&amp;utm_campaign=11-ride-camp</a>
<b>Kenda</b>	Kenda Kriterium Tires	The Kriterium is Kenda's work horse road racing clincher. Suitable for racing, training, and touring; while only weighing 200 grams and utilizing Kenda's low rolling resistance L3R Pro rubber. Flat protection includes Kenda's top of the line Iron Cloak flat protection, wrapping a layer of Aramid fibers from one bead of the tire to the other, giving puncture protection across the whole tire. Size- 700x23c (23-622)	21	\$5,040.00	<a href="http://kendatire.com/en/home/bicycle/road/kaliente.aspx">http://kendatire.com/en/home/bicycle/road/kaliente.aspx</a>
<b>Go pro</b>	Go Pro HD Hero Camera Packages	The winner will receive a gift certificate to order the camera of their choice.	10	\$5,000.00	<a href="http://www.gopro.com">http://www.gopro.com</a>
<b>Advernture Fit</b>	32 Team entires into the Urban Assault Ride (teams of 2)	Free TEAM Entry into the New Belgium Brewing Urban Assault Ride – the country's biggest bike scavenger hunt series. It's a celebration of Beer, Bikes, and Big Wheels where you and your teammate hit the streets on your favorite two-wheeled steeds, taking on funky and adventurous obstacle courses all over the city. A massive celebration of bike and beer awaits at the finish line! Travel accomodations are not included in prize.	32	\$3,840.00	<a href="http://www.urbanassaultride.com">www.urbanassaultride.com</a>
<b>DT Swiss</b>	RRC 570F and RRC 680R Carbon Clincher Wheel Set	Our highest end performance carbon wheels. Hand built from start to finish in Switzerland. Carbon clincher rims laced with white bladed Aerolite spokes to DT Swiss 240s hubs with our legendary star ratchet drive system. Titanium axle RWS pair and wheel bags provided.	1	\$3,200.00	<a href="http://www.dtswiss.com/Products/Wheels/RRC-wheels/RRC-clincher-wheels/RRC-680R-clincher-32.aspx">http://www.dtswiss.com/Products/Wheels/RRC-wheels/RRC-clincher-wheels/RRC-680R-clincher-32.aspx</a>

<b>Robbie Ventura's Gran Fondo</b>	Robbie Ventura's Gran Fondo Race Entries	Riders will enjoy a VIP experience at the Robbie Ventura Gran Fondo. Riders that win will get the opportunity to join Robbie and others in the cycling world at a VIP charity dinner at Cyclops along with a preferred start at the gran fondo. Riders will be recognized at the event as the MMR tour challenge winners and will get some other little extras when they register on site. Travel accommodations are not included in prize.	21	\$2,625.00	<a href="http://www.robbyventurasgranfondo.com">http://www.robbyventurasgranfondo.com</a>
<b>Spirit Airlines</b>	Round Trip Vouchers	Round Trip Vouchers to be delivered to winners by August 5th.	6	\$2,400.00	<a href="http://www.spirit.com/">http://www.spirit.com/</a>
<b>Wahoo Fitness</b>	Wahoo Fitness Bike Pack with HR for iPhone	The Wahoo Fitness Bike Pack wirelessly connects your iPhone 3G, iPhone 3GS or iPhone 4 to your bicycle speed/cadence sensor and heart rate strap (included). With the Wahoo Bike Case, your phone, your favorite playlists, the best fitness Apps and real-time activity information are mounted on your bike!	3	\$1,800.00	<a href="http://www.wahoofitness.com/Fisica/Wahoo-Fitness-Wahoo-Fitness-Bike-Pack-2.asp">http://www.wahoofitness.com/Fisica/Wahoo-Fitness-Wahoo-Fitness-Bike-Pack-2.asp</a>
<b>Burley</b>	Burley commuter Trailers, Travoy bags and Burley Tee's.	3 Burley Travoy Urban Commuter Trailers (\$289 ea), 3 Travoy Upper Transit/Laptop Bags (\$89 ea) and 3 Travoy Dry Bags (\$99 ea). 14 Burley Travoy Cotton Tee shirts (\$15 ea).	23	\$1,641.00	<b>Urban Commuter Trailer</b> - <a href="http://www.burley.com/home/bur/page_416/travoy.html">http://www.burley.com/home/bur/page_416/travoy.html</a> <b>Upper Transit/Laptop bags</b> - <a href="http://www.burley.com/home/bur/page_216">http://www.burley.com/home/bur/page_216</a> <b>Dry Bags</b> - <a href="http://www.burley.com/home/bur/page_796">http://www.burley.com/home/bur/page_796</a> <b>Cotton Tee Shirt</b> - <a href="http://www.burley.com/home/bur/page_937_141/burley_travoy_tshirt_adult_medium.html">http://www.burley.com/home/bur/page_937_141/burley_travoy_tshirt_adult_medium.html</a>
<b>Albatici - SCICON</b>	SCICON Saddle Bags	SCICON Saddle Bags	30	\$1,500.00	<a href="http://www.albatici.com/scicon/bags-mainstream/11-bag-collection-mp.htm">http://www.albatici.com/scicon/bags-mainstream/11-bag-collection-mp.htm</a>
<b>MBT</b>	3 Women's Mahuta White & 3 Men's Mahuta Black	MBT - The Original Physiological Footwear since 1996. Engineered in Switzerland. The Mahuta is the newest addition to MBT's athletic line. MBT's patented Masai Sensor and Balancing Area create instability that your body instinctively attempts to correct. This corrective action can help add more movement into everyday life, can lead to increased muscle activation, and can help improve posture and balance.	6	\$1,500.00	<b>Women</b> - <a href="http://us.mbt.com/Home/Collection/Shoes/Mahuta-White-W.aspx">http://us.mbt.com/Home/Collection/Shoes/Mahuta-White-W.aspx</a> <b>Mens</b> - <a href="http://us.mbt.com/Home/Collection/Shoes/Mahuta-Black-M.aspx">http://us.mbt.com/Home/Collection/Shoes/Mahuta-Black-M.aspx</a>

<b>Terry Precision Cycling Gear</b>	Men's FLX Gel Saddles & Women's FLX Saddles	<p><b>6 Men's FLX Gel Saddle</b> (\$120.00 ea) Minimalist performance saddle with front and rear gel relief. Featuring perforated black leather with white patent leather accent and thin gel insert. 10.9" X 5.25"; 9 oz. 6 <b>Women's FLX Saddle</b> (\$110.00 ea) A complete cutaway front to back for added comfort and flexibility. Slim profile. Features leather cover and manganese rails. 10.25" X 5.6"; 8 oz.</p>	12	\$1,380.00	<p><b>Mens</b> - <a href="http://www.terrybicycles.com/On-Sale/saddles/FLX-Gel-Mens-Saddle">http://www.terrybicycles.com/On-Sale/saddles/FLX-Gel-Mens-Saddle</a>  <b>Womens</b> - <a href="http://www.terrybicycles.com/On-Sale/saddles/FLX-Womens-Saddle">http://www.terrybicycles.com/On-Sale/saddles/FLX-Womens-Saddle</a></p>
<b>SKS</b>	Puro Carbon Road Pump	SKS Puro Road Pump features internal pressure gauge and cool design. Twist body to reveal pop-out valve connection. Carbon fibre barrel gives light weight-82g. Max 116 psi. Presta only.	25	\$1,374.75	<a href="http://www.sks-germany.com/?l=en&amp;a=product&amp;r=mini%20pumps&amp;i=1260350000&amp;PURO%20CARBON">http://www.sks-germany.com/?l=en&amp;a=product&amp;r=mini%20pumps&amp;i=1260350000&amp;PURO%20CARBON</a>
<b>Aquaphor</b>	Aquaphor Bike Prize Pack	Aquaphor Prize Pack! Each contains: Book: The Time-Crunched Cyclist, by Chris Carmichael and Jim Rutberg, \$19.95, CTS t-shirt, \$25.99, DVDs: 2 CTS cycling training DVDs: Max Power and Threshold Power, \$59.98(total for both dvds), \$25 worth of Aquaphor product.	10	\$1,309.20	<a href="http://www.aquaphorhealing.com/#/main/athletics/coach-carmichael">http://www.aquaphorhealing.com/#/main/athletics/coach-carmichael</a>
<b>Albabici - SELLE SMP</b>	SELLE SMP Saddles	SELLE SMP Saddles	5	\$1,250.00	<a href="http://www.albabici.com/selle/selle-smp-mp.htm">http://www.albabici.com/selle/selle-smp-mp.htm</a>
<b>3T</b>	Palladio LTD Seatpost	PALLADIO is the seatpost that solves the adjustment problem. PALLADIO lets you set the saddle very precisely – to within a half-degree of rotation – and lock it down securely at exactly the right angle.	4	\$1,200.00	<a href="http://www.3tcycling.com/products.aspx?i=road&amp;t=Seatposts&amp;p=palladio">http://www.3tcycling.com/products.aspx?i=road&amp;t=Seatposts&amp;p=palladio</a>
<b>Spinervals</b>	Spinervals Cycling Training Videos	Spinervals Cycling Training Videos Powered by Troy Jacobson - Complete Competition Series Pack of 39 DVDs	1	\$1,188.00	<a href="http://www.spinervals.com">www.spinervals.com</a>
<b>Zenergize</b>	Variety packs- 4 tubes in each	40 variety packs of 4 tubes each	40	\$1,120.00	<a href="http://www.zenergizehealth.com">www.zenergizehealth.com</a>
<b>Timbuk2</b>	Timbuk2 Light Bright Messenger Bags	Lightweight coated waterproof nylon with water-tight flap construction. Reflective racing stripe keeps you visible during nighttime rides.	10	\$1,100.00	<a href="http://www.timbuk2.com/tb2/products/messenger/bike-messenger-bags/lightbright-messenger">http://www.timbuk2.com/tb2/products/messenger/bike-messenger-bags/lightbright-messenger</a>
<b>Look Cycle</b>	Look Cycle Bike Pedals	KEO MAX 2 POLYIMID	6	\$1,080.00	<a href="http://www.lookcycle.com">www.lookcycle.com</a>
<b>Road ID</b>	Road ID Giftcards	\$50 Road ID Giftcards	21	\$1,050.00	<a href="http://www.roadid.com">www.roadid.com</a>
<b>GU</b>	GU Energy Prizes	GU: <b>Eight prizes</b> = 24 packs (\$259.20) Roctane: <b>Six prizes</b> = 24 packs (\$388.80) Chomps: <b>One Prize</b> =180 single serving packets (\$198) Electrolyte Brew: <b>Four Prizes</b> = canisters (\$74) Recovery Brew: <b>Two Prizes</b> = canisters (\$64) Electrolyte Tablets: Box of 10 tubes (\$65)	21	\$1,049.00	<a href="http://www.guenergy.com">www.guenergy.com</a>

<b>Tanita</b>	Tanita FitScan Scale	Tanita BC1100F FitScan Radio Wireless Body Composition Scale with ANT+ integration. Radio wireless body composition scale, measures for weight, body fat, body water and muscle mass. ANT+ wireless sends data to PC or MAC and other ANT+ compatible devices.	4	\$1,039.96	<a href="http://www.tanita.com/en/bc-1100f">www.tanita.com/en/bc-1100f</a>
<b>Bar Mitts</b>	Bar Mitts - Bicycle Handlebar Mittens	Bicycle handlebar mittens for cold weather cycling, keeping your hands warm from the cold, wind, rain and snow. Designed for road bicycles with drop style handlebars and mountain and commuter bikes.	16	\$1,039.20	<a href="http://www.barmitts.com">www.barmitts.com</a>
<b>Feedback Sports</b>	Feedback Sports Prize	Pro-Elite Work Stand x 1, Pro-Ultralight Work Stand x 1, Velo Cache 2-bike storage x 1, Velo Wall Rack x 3, RAKK Bicycle storage x 4, Alpine Scale x 2	12	\$1,030.88	<a href="http://www.feedbacksports.com">www.feedbacksports.com</a>
<b>VeloNews</b>	VeloNews Prize Pack	3 VeloNews Cycling kits \$150 each, 1 yr. subscription \$30, 5 VeloNews Cover posters \$100 each, 1 VeloNews Polo- \$50	10	\$1,030.00	<a href="http://www.velonews.com">www.velonews.com</a>
<b>NUUN</b>	NUUN Water Bottle & Four Pack Variety	4 tubes (assorted variety) of NUUN - 12 tablets per tube. Plus NUUN 21oz. Water bottle.	33	\$1,023.00	<a href="http://www.nuun.com">www.nuun.com</a>
<b>Smartwool</b>	PhD Cycling Light Mini Socks	4-degree fit system for all day performance fit, WOW Technology™ (wool-on-wool) in high density impact zones to reduce shock & abrasion, SmartWool inside for moisture, temperature and odor control, double ribbed cuff for secure fit, strategic mesh zones for maximum ventilation, 71%, 26%, 3% Elastic,	60	\$1,017.00	<a href="https://www.smartwool.com/#/Mens/Socks/PerformanceSocks/Cycling/2389">https://www.smartwool.com/#/Mens/Socks/PerformanceSocks/Cycling/2389</a>
<b>PrestaCycle</b>	PrestaCycle Tire Lever 6-pack	PrestaCycle Tire Lever 6-pack: Prestacycle's new bicycle tire lever – the Prestalever - has a patent-pending Rim Hook making it a faster, safer, easy-to-use tool for tire installation and removal.	21	\$1,001.70	<a href="http://www.prestalever.com">http://www.prestalever.com</a>
<b>TwinSix</b>	Giftcards	\$100.00 giftcards	10	\$1,000.00	<a href="http://www.twinsix.com/">http://www.twinsix.com/</a>
<b>Vittoria Industries North America</b>	Vittoria Rubino Pro III	Ever-popular all-rounder Rubino Pro has the perfect mix of features for most amateurs, with the endurance for the toughest challenges: robust 150 TPI nylon casing, technical tread pattern, long-life tread compound, and effective puncture protection make it the hard rider's choice for endurance races like RAAM.	20	\$1,000.00	<a href="http://www.vittoria.com/en/product/rubino/#product-96">http://www.vittoria.com/en/product/rubino/#product-96</a>

<b>Vittoria Industries North America-SELLE SAN MARCO</b>	Selle San Marco Regale Racing	It is the REGALE, "e" means evolution of a model that doesn't need presentations. Indeed, the new saddle is founded on the known REGAL, born during the seventies and used by the greatest riders as Cipollini, Boonen, McEwen, LeMond and Chiappucci. Classical inspiration, ultra-modern performances.	5	\$1,000.00	<a href="http://www.sellesanmarco.it/en/Collezione/Saddles/170/Regale%20Racing.html">http://www.sellesanmarco.it/en/Collezione/Saddles/170/Regale%20Racing.html</a>
<b>Nestle USA (Powerbar)</b>	PowerBar backpack bundle	PowerBar Prize Package - backpack, PowerBars, water bottle and movie passes.	10	\$1,000.00	<a href="http://www.powerbar.com">www.powerbar.com</a>
<b>Axle Release</b>	Axel Release Pro	Axel Release Pro - The world's first quick release adapter for solid threaded bicycle axles.	50	\$1,000.00	<a href="http://axlerelease.com/axle-release-pro">http://axlerelease.com/axle-release-pro</a>
<b>Carmichael</b>	CTS Training Camp Pass	Winner's are invited to attend one climbing or triathlon performance camp scheduled at CTS Training Facility (Colorado Springs, Tuscon, Asheville or Santa Ynez - <a href="http://trainright.com/locations/">http://trainright.com/locations/</a> ). Offer is good from August 1, 2011- August 1, 2012. Travel accommodations are not included in prize.	2	\$1,000.00	<a href="http://www.trainright.com/camps">http://www.trainright.com/camps</a>
<b>Sidi</b>	SIDI Ergo 2 Carbon Lite - Gift Certificate	The winner will receive a gift certificate to order the size/color of their choice. Available in sizes 39-48 standard and 39.5-46.5 half sizes	2	\$1,000.00	<a href="http://www.sidiamerica.com/sidi/roadplayer/products_road.html">http://www.sidiamerica.com/sidi/roadplayer/products_road.html</a>
<b>Zensah</b>	Compression Socks	Zensah Compression Socks are designed with ProGrade Compression Technology. Developed to provide optimal amount of compression for cyclists and other athletes. These compression socks increase oxygen blood flow to energize your legs pre-workout, enhance athletic performance during workouts, and aid in recovery post-workout. Sizes = Men: S 6-8 ,M 8-9.5 ,L10-12.5, XL13-15__ Women: S 7.5-9, M 9.5-11, L 11.5 - up	20	\$1,000.00	<a href="http://www.zensah.com/compression-socks-mens.html">http://www.zensah.com/compression-socks-mens.html</a>
<b>Grease Monkey Wipes</b>	24-count boxes of grease monkey wipes	Grease Monkey Wipes are individually packaged, multi-purpose cleaning wipes that use an all natural, citrus formula for heavy duty cleaning.	42	\$997.50	<a href="http://www.greasemonkeywipes.com/">http://www.greasemonkeywipes.com/</a>
<b>Doggyride</b>	Bicycle Trailers	DoggyRide <b>Novel</b> Dog bike trailer (1 - \$349) DoggyRide <b>Original</b> Dog bike trailer (1 - \$259) DoggyRide <b>Mini</b> Dog bike trailer (2 - \$189ea)	4	\$986.00	<a href="http://www.doggyride.com">www.doggyride.com</a>
<b>Profile Design</b>	Canta SS Drop bars	Multi-direction, multi-layer carbon fiber road bar. Semi-anatomic drops with a short reach and shallow drop.	3	\$825.00	<a href="http://www.profile-design.com/profile-design/products/drop-bars/carbon-road-bars">http://www.profile-design.com/profile-design/products/drop-bars/carbon-road-bars</a>

<b>TOTAL PRIZE VALUE</b>	<b>1158</b>	<b>\$154,346.03</b>
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**2011 Paris Finishing Package: One (1):** A 4 day/3 night stay in Paris, France from July 22, 2011 – July 25, 2011, for two people to see the Final Stage of the Tour de France Bicycle Race. Trip includes hotel accommodations at Hotel Lotti in Paris (double occupancy), Daily breakfast, lunch for one day and dinner for three days. ARV: \$3,990. Winner will be responsible for expenses for airfare to and from Paris, France, and ground transportation to/from the airport and the hotel. Entrants must submit a ride by July 7, 2011 for the chance to win. For more information on the prize, please visit:

[http://www.trektravel.com/my\\_files/Trips/10\\_Itineraries/10TDFPFP0723.PDF](http://www.trektravel.com/my_files/Trips/10_Itineraries/10TDFPFP0723.PDF)

**Solvang Ride Camp: One (1):** A 6 day/5 night stay in California Wine Country region during the month of October 2011, depending upon availability, for two people to tour the Napa & Sonoma Valleys. Trip includes hotel accommodations for five (5) nights (double occupancy), Trek bicycles and equipment will be provided for use on daily rides. ARV: \$2,400. Winner will be responsible for expenses for airfare to and from San Francisco, California, and ground transportation to/from the airport and the hotel. Sponsor will determine actual date of trip at their own discretion. For more information on the prize, please visit:

<http://www.trektravel.com/california-wine-country-bike-tour.cfm>

**TRIP WINNERS:** Any modifications or upgrades made to a trip itinerary will be at the expense of the winner. Any difference between the ARV and actual value of the trip will not be awarded. Potential Trip Winners will be notified by email and/or telephone. Trip winners will be required to sign an affidavit of eligibility/liability/travel release and where legal, publicity release along with a W-9 Miscellaneous Tax Form, and return same, properly executed, within four (4) hours of issuance of notification. Failure to return all documents as specified, prize notification being returned, as undeliverable, or potential winner not complying with any terms of these Official Rules will result in the participant being disqualified, and the prize will be awarded to a potential alternate winner. The travel companion of each Trip winner must also sign and return a Publicity/Liability/Travel Release prior to the issuance of travel documents. Trip winner's guest must be at least 18 years of age or an immediate family member of winner. Trip must be taken on dates specified by Sponsor. Schedules are subject to change without notice. Should the Le Tour de France bike race be cancelled, postponed or in any way abbreviated after the Trek Travel Race France Adventure Trip is booked, the Releasees (defined below under "Prize Disclaimers") shall have no liability or further obligation to the Grand Prize Winner other than to supply the Grand Prize trip as described, with no further compensation being paid in exchange therefore. All expenses not specifically mentioned herein are not included and are solely the winner's responsibility, including but not limited to: round-trip ground transportation between the winner's residence and the airport of origin; baggage fees, passenger tariffs, merchandise; souvenirs; incidental expenses, tips and gratuities. Releasees will not be

responsible for any expenses incurred as a result of a flight cancellation or delay due to any reason whatsoever. Potential Trip winners and their respective guests will be required to travel together on the same itinerary and are responsible for obtaining all required travel documents including a valid government issued photograph identification such as passport, and/or necessary visas for travel to international destination. Trip winners and their guests are responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance.

**For Spirit Airlines Trip Vouchers:** The travel voucher can only be used one time - with no remaining value after its use, and it is only applied to the base airfare of the customer to whom it was issued. The name on the voucher must match one of the customer's names on the reservation. Travel must be booked by the voucher expiration date. Vouchers cannot be applied to any airport taxes and fees. Voucher terms and conditions for use will apply. Please see web site (<http://www.spirit.com>) for further details.

For all prizes involving a complete bike or component, accessory or a part of the bike such as bike trailer, bike pack, tire pump, handlebar, tire, frame, saddle, rim, spokes, and wheel, among other parts, please allow up to 8 weeks for delivery of prize.

For all gift certificates, gift cards, movie passes, free product coupons, media subscriptions and club membership prizes, their respective terms and conditions, and bylaws for use and redemption will apply. Sponsor is not responsible for any of the prizes noted above that are lost or stolen. Please see one of the appropriate web sites for further details about your prize. Please allow up to 8 weeks for delivery of prize.

For all other types of prizes including videos, clothing, food and energy related prizes, please allow up to 8 weeks for delivery of prize.

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## **11. Prize Disclaimers.**

- a) Certain third parties are providing prizes for the Challenge ("Prize Providers"). The Sponsor disclaims any and all liability for any delays, misdelivery, loss, or failure in the delivery of any prize on the part of Prize Providers.
- b) The Sponsor, VERSUS and Prize Providers (collectively "Releasees") disclaim any and all liability for any delays, misdelivery, loss, or failure in the delivery of any prize sent by mail, courier, express, electronic transmission, or other delivery method.
- c) MapMyFitness, Inc. and/or MapMyRIDE disclaim any and all liability for any delays, misdelivery, loss, or failure in the delivery of any prize on the part of VERSUS.

12. **GENERAL RELEASE.** It is each participant's responsibility to ensure that he/she has complied with the conditions contained in these Official Rules, and each person who enters the Challenge does so at his or her own risk. BY PARTICIPATING IN THE CHALLENGE AND/OR REDEEMING A PRIZE, EACH WINNER HEREBY RELEASES AND AGREES TO HOLD THE SPONSOR HARMLESS FROM AND AGAINST ANY AND ALL COSTS, INJURIES, LOSSES OR DAMAGES OF ANY KIND, INCLUDING, WITHOUT LIMITATION, DEATH AND BODILY INJURY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, TO PARTICIPATION IN THE CHALLENGE OR ANY CHALLENGE-RELATED ACTIVITY, OR THE RECEIPT, USE OR MISUSE OF ANY PRIZE. The Sponsor assumes no responsibility for any damage to a participant's computer system which is occasioned by accessing the Sponsor's websites or participating in the Challenge, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, The Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged or stolen submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. THE SPONSOR RESERVES THE RIGHT, WITHOUT PRIOR NOTICE AND AT ANY TIME, TO MODIFY, EXTEND, SUSPEND, OR TERMINATE THE CHALLENGE IF, FOR ANY REASON, THE CHALLENGE IS NOT CAPABLE OF BEING EXECUTED AS PLANNED OR IF SPONSOR DETERMINES, IN ITS SOLE DISCRETION, THAT THE CHALLENGE IS TECHNICALLY IMPAIRED OR CORRUPTED OR THAT FRAUD OR TECHNICAL PROBLEMS, FAILURES OR MALFUNCTIONS OR OTHER CAUSES BEYOND THE SPONSOR'S CONTROL HAVE DESTROYED OR SEVERELY UNDERMINED OR TO ANY DEGREE IMPAIRED THE INTEGRITY, ADMINISTRATION, SECURITY, PROPER PLAY AND/OR FEASIBILITY OF THE CHALLENGE AS CONTEMPLATED HEREIN. In the event the Sponsor is prevented from awarding prizes or continuing with the Challenge as described herein by any event beyond Sponsor's control, including but not limited to fire, flood, natural or man made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within the Sponsor's control (each a "Force Majeure" event or occurrence), then Sponsor shall have the right to modify, suspend, or terminate the Challenge. If the Challenge is terminated, in whole or in part, before the designated end date, the Sponsor will select winners (or the remaining winners, as the case may be) in Random Drawings from all eligible, non-suspect entries received as of the date of the event giving rise to the termination and notice to that effect will be posted at <http://www.mapmyride.com>. Only the quantity of

prizes described in these Official Rules will be awarded, and inclusion in Random Drawings shall be each participant's sole and exclusive remedy under such circumstances. Any prizes that are not duly claimed in accordance with these Official Rules will not be awarded.

13. **PUBLICITY.** Except where prohibited, participation in the Challenge constitutes a participant's consent to the Sponsor's and their agents' use of participant's name, likeness, photographs, submitted rides, data, opinions, stories, and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. In addition, participation in the Challenge constitutes a participant's consent that all of the aforementioned information and items are in the public domain and may be accessible to the general public.
14. **OWNERSHIP.** The Sponsor shall own **all** participant personal information, ride data, or other and data submitted in connection with the Challenge, including without limitation, all names, addresses, emails, phone numbers and dates of birth obtained from or provided by any participants.
15. **OTHER GENERAL CONDITIONS.** The Sponsor reserves the right to provide third parties with the email contact information of all participants. This participant personal information, however, is only provided to the third parties so that said third parties may contact participants in order to furnish information concerning: 1) the Challenge; 2), cycling-related products and services; or 3) related marketing and promotions. The Sponsor is not responsible for any printing or typographical errors in these Official Rules or any other materials associated with the Challenge. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision.
16. **LIMITATION OF LIABILITY.** In no event will the Sponsor be responsible or liable FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ACCESS TO AND USE OF THE MAPMYRIDE.COM WEB SITE, OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEB SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE WEB SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. IN ADDITION, IN NO EVENT WILL THE SPONSOR BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ACCESS TO AND USE OF ANY OF IMAPMYRIDE OR IMAPMYRIDE+ APPLICATIONS, OR THE DOWNLOADING FROM AND/OR MATERIALS DOWNLOADED FROM SAID APPLICATIONS. IN ADDITION,

ANY AND ALL LIMITATIONS OF LIABILITY SET FORTH IN THE TERMS AND CONDITIONS OF USE RELATIVE TO IMAPMYRIDE OR IMAPMYRIDE+ APPLICATIONS ARE INCORPORATED BY REFERENCE HEREIN AND MADE PART OF THESE OFFICIAL RULES. WITHOUT LIMITING THE FOREGOING, EVERYTHING RELATIVE TO SAID APPLICATIONS IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

17. **INDEMNIFICATION.** BY ENTERING, PARTICIPANTS AGREE TO RELEASE, DEFEND, HOLD HARMLESS AND INDEMNIFY THE SPONSOR AND ITS PARENTS, SUBSIDIARIES, AFFILIATES, CONTRACTORS, DIRECTORS, OFFICERS, EMPLOYEES AND AGENTS AGAINST ANY AND ALL LIABILITY, DAMAGES OF ANY KIND, COSTS, LOSSES, OR CAUSES OF ACTION (HOWEVER NAMED OR DESCRIBED), WITH RESPECT TO OR ARISING OUT OF, IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY: (I) ANY INJURIES, LOSSES, OR DAMAGES OF ANY KIND OCCASIONED BY HIS OR HER PARTICIPATION IN THE CHALLENGE OR ANY CHALLENGE-RELATED ACTIVITY, INCLUDING BUT NOT LIMITED TO ANY CLAIMS FOR DAMAGE TO PROPERTY, PERSONAL INJURY, DEATH OR CLAIMS BASED ON DEFAMATION, RIGHTS OF PRIVACY, OR RIGHTS OF PUBLICITY; (II) ANY DAMAGE TO HIS OR HER CELLULAR TELEPHONE OR COMPUTER RELATING TO OR RESULTING FROM ENTERING OR DOWNLOADING MATERIALS OR SOFTWARE IN CONNECTION WITH ENTERING THE CHALLENGE; OR (III) ANY INJURIES, LOSSES, OR DAMAGES OF ANY KIND CAUSED BY HIS OR HER ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE AWARDED IN THE CHALLENGE, INCLUDING BUT NOT LIMITED TO ANY CLAIMS FOR DAMAGE TO PROPERTY, PERSONAL INJURY, DEATH OR CLAIMS BASED ON DEFAMATION, RIGHTS OF PRIVACY, RIGHTS OF PUBLICITY OR MERCHANDISE DELIVERY. FALSE OR DECEPTIVE ENTRIES OR ACTS WILL RENDER PARTICIPANT INELIGIBLE.
18. **DISPUTES.** Except where prohibited, participants agree that any and all disputes, claims and causes of action arising out of or connected with the Challenge or any prize awarded shall be resolved by arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules (including the Optional Rules for Emergency Measures of Protection), and judgment on the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. Any such arbitration will be held at the office of the American Arbitration Association office located in Houston, Texas. Any and all claims, judgments and awards entered in connection with said arbitration shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Challenge, but in no event attorneys' fees; and under no circumstances will participants be permitted to obtain awards for, and participant 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 participant and the

Sponsor in connection with the Challenge, shall be governed by, and construed in accordance with, the laws of Texas.

19. **PRIVACY.** The Privacy Policies of <http://www.mapmyride.com> and [www.versus.com](http://www.versus.com) are incorporated by reference herein and made a part of these Official Rules, except in those limited cases where these Official Rules expressly expand, modify, or contradict said Privacy Policies. In those circumstances, these Official Rules will govern the privacy relationship between the Sponsor and participants.
20. **MAPMYRIDE.COM'S TERMS AND CONDITIONS OF USE.** MapMyRIDE.com's [Terms and Conditions of Use](#) are incorporated by reference herein and made a part of these Official Rules.
21. **WINNERS LIST.** For list of winners or a copy of these Official Rules, send a self-addressed, stamped envelope, to: MapMyFitness, Inc., 522 East 6<sup>th</sup> Street, Austin, Texas, 78701 “Attention: Winners List – 2011 Le Tour Challenge” within forty-five (45) days after the end of the Challenge Period. VT residents may omit return postage.
22. **MODIFICATION OF OFFICIAL RULES.** The Sponsor reserves the right in its sole discretion to modify these Official Rules and operative dates at any time for any reason. Material modifications will be announced prominently on [MapMyRIDE.com](http://MapMyRIDE.com), when practical. By participating in the Challenge, a participant agrees to be bound by these Official Rules, any modifications thereof, and by all other rules imposed by the Sponsor.