

**FLEX BIKINI MODEL SEARCH CONTEST
OFFICIAL RULES**

PURCHASE NECESSARY.

1. **Eligibility:** FLEX Bikini Model Search Contest (the “Contest”) is open only to females who are 18 years or older as of February 18, 2012. Weider Publications, 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. **Void where prohibited or restricted by law.** The Contest will be held on February 18, 2012, at the Santa Monica Civic Auditorium, Santa Monica, California, and attendance is required for this Contest. No IFBB Professional League athletes or any other Professional athletes are allowed to participate.

2. **To Enter:** Beginning at 12:01 am EST on Monday, November 21, 2011, visit the website www.FlexOnline.com to access the “2012 CONTESTANT ENTRY FORM” and either (i) mail the entry form to FLEX Bikini Model Search, Attention: Maria Ibarra, 6420 Wilshire Blvd., 15th Floor, Los Angeles, California 90048, along with a check or money order for the \$50.00 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 \$50.00 entry fee. Entries must be received no later than 11:59 pm EST on February 3, 2012. The registration fee includes entry to the Event only. All entry fees are non-refundable. Each contestant is responsible for her own time, travel, and lodging to the event. All materials submitted become the property of Sponsor and will not be returned. **On February 18, 2012, for judging, Contestants must report to the back of the expo stage (Santa Monica Civic Auditorium) by 11:00 AM in order to participate in judging. On February 18, 2012 for finals, Contestants must report to the back of the expo stage (Santa Monica Civic Auditorium) by 6:00 PM 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:** Three (3) winners will be selected by judges applying the following criteria in their sole discretion: (a) body condition, shape, symmetry and overall beauty (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) \$1000.00 cash prize (b) Appear in the pages of FLEX Magazine. Grand Prize Winner will also receive a spot in the top 18 at the Las Vegas event in September, 2012. Attendance at the Las Vegas event is mandatory and a condition of the Grand Prize Winner accepting this prize. Approximate retail value of Grand Prize is \$1,500.00.

One (1) Second Place Prize consisting of (a) \$500.00 cash prize and (b) appear in the pages of FLEX Magazine. Second place Winner also receives a spot in the top 18 at the Las Vegas event in September, 2012. Attendance at the Las Vegas event is mandatory and a condition of the winner accepting this prize. Approximate retail value of Second Place Prize is \$1,000.00.

One (1) Third Place Prize consisting of (a) \$300.00 cash prize and (b) appear in the pages of FLEX Magazine. Approximate retail value of Third Place Prize is \$800.00.

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 Weider Publications, LLC, 6420 Wilshire Blvd., 15th Floor, Los Angeles, California 90048.