

Amoena® Breast Cancer Survivors Cruise 2010 Giveaway Contest Rules

Introduction: *Amoena USA Corporation* ("Sponsor") and *Young Survival Coalition* ("Co-Sponsor") is offering a ("Contest"). **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.**

Eligibility: Entrant must be eighteen (18) years of age as of Friday, April 30, 2010, and a resident of the fifty (50) United States, its territories, or the District of Columbia. Employees of Sponsor or Co-Sponsor, Sponsor's or Co-Sponsor's parents, subsidiaries, affiliated companies, and agents and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employees, and all those with whom such employees are domiciled, are NOT eligible.

Timing: Contest begins at 12:00:01 a.m. E.T. on Thursday, October 1, 2009, and ends at 11:59:59 p.m. E.T. on Monday, March 1, 2010.

How to Enter: To enter, complete the online entry form available at www.amoena.com/cruise. Fill in all required entry information. More than one entry from any person will void ALL entries from that person. Only one (1) entry per person is allowed.

Judging: This Contest will have one (1) judging and one (1) winner. A panel of judges will review all entries and choose the story that is the most compelling. The entrant whose story is selected is a potential winner and must comply with all terms and conditions set forth in these official rules, and winning is contingent upon fulfilling all such requirements. For the prize, a potential winner will be selected from all entries received on or before the entry deadline. The judging will be conducted on or before Monday, March 8, 2010. If a potential winner cannot be contacted within ten (10) days after the first attempt to contact such potential winner, they will be considered to have forfeited their prize and an alternate entrant will be selected in his or her place through a judging from all entries received, and no obligation will be upheld by Sponsor or Co-Sponsor to forfeited winner.

Prize: The winner will receive a prize of one (1) cabin for two (2) and all on-board meals included with the cabin on the 2010 Breast Cancer Survivors Cruise, May 2 – 8, 2010, and airfare for two (2) from winner's location to port city of Ft. Lauderdale, FL, with an approximate retail value of \$2200. The prize does not include travel costs to/from airports; drinks; souvenirs; excursions and any other incidental costs.

Total Approximate Retail Value of all Prizes: \$2200. Sponsor and Co-Sponsor is not responsible for lost or mutilated prizes, and none will be replaced. Prize is nontransferable and must be accepted as awarded. No cash or other substitution may be made, except by Sponsor and Co-Sponsor in the event that the prize cannot be awarded for any reason, in which case, Sponsor and Co-Sponsor will provide a prize of equal or greater value. All taxes, fees and surcharges on prizes are the sole responsibility of winner.

Other Terms and Conditions: Potential winners and any guests (if applicable) who will share in the prize will each be required to sign and return an Affidavit of Eligibility, Liability Release, and where lawful, a Publicity Release, within fourteen (14) days of notification, failing which the potential winner will be disqualified and another potential winner selected in the place of the disqualified person at random from all entries received on or before the entry deadline. If any prize or prize notification is returned as undeliverable, the potential winner will be disqualified and another potential winner selected in the place of the disqualified person at random from all entries received on or before the entry deadline. By accepting the prize, the winner agrees that the

Sponsor and Co-Sponsor and those acting under the Sponsor's and Co-Sponsor's authority, may use the winner's name, picture/portrait likeness and/or voice, for advertising and promotional purposes in relation to the Contest without further consideration, unless prohibited by law. **BY ACCEPTING THE PRIZE, THE WINNER AGREES THAT THE SPONSOR AND CO-SPONSOR, ITS SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THE SPONSOR'S AND CO-SPONSOR'S OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AND AGENTS WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY, WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS, OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PARTICIPATION IN ANY CONTEST OR PRIZE RELATED ACTIVITY.** Subject to all federal, state, and local laws. Void where prohibited.

Miscellaneous: All entries become the sole property of Sponsor and Co-Sponsor and none will be returned. If for any reason the Contest is not capable of running as planned, including due to tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor and Co-Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor and Co-Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. Sponsor and Co-Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, alteration of, entries. The Sponsor and Co-Sponsor are not responsible for any problems or delays of any entry to be received by Sponsor and Co-Sponsor on account of negligence by the Amoena retailer in submitting entries to Sponsor and Co-Sponsor entry deadline. Sponsor and Co-Sponsor are not responsible for late, lost, illegible, incomplete, stolen or misdirected entries. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND CO-SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

Sponsor(s): The Sponsor of this Contest is *Amoena USA Corporation* whose address is 1701 Barrett Lakes Blvd., Ste. 410, Kennesaw, GA 30144. The Co-Sponsor of this Contest is *Young Survival Coalition* whose address is 61 Broadway, Suite 2235, New York, NY 10006.