

DSS Digital Shelf Space Inc. GSP RUSHFIT Giveaway Official Contest Rules – USA & CANADA

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

These rules and conditions are the "Official Rules" controlling this contest sponsored by DSS Digital Shelf Space Inc. ("DSS"). By submitting an entry as provided below, you agree to be bound by these Official Rules and you represent that you satisfy all eligibility requirements as provided herein.

1. Prize.

DSS or an independent judging agency will select one (1) grand prize winner in a random drawing. The grand prize winner will receive 2 tickets to UFC 137 at the Mandalay Bay Events Center in Las Vegas, Nevada on October 29, 2011. Grand prize also includes round trip air transportation to/from gateway airport nearest the winner's home to Las Vegas McCarran INTL airport, and 2 nights hotel stay in Las Vegas (single room, double occupancy). Travel must occur on October 28th, 2011 (departing flight) and October 30, 2011 (return flight). If winner is unable to travel within the time period required, the prize will be forfeited. All expenses and incidental travel costs not expressly stated as part of the grand prize description above are the responsibility solely of the winner, including but not limited to ground transportation, personal charges at lodging, taxes or other expenses or incidentals. Travel companion must be 18 years of age or older. No substitutions will be allowed. All taxes associated with receipt of any prizes are the sole responsibility of the winner. The prize will be awarded on or about October 13, 2011. The odds of winning a prize will be determined by the number of eligible entries received during the contest period. Prize is non-transferable. No substitution, assignment or transfer of prize is permitted, except by Sponsor, who reserves the right in its sole discretion to substitute a prize with another prize of equal or greater value. Approximate retail value of the grand prize is \$4500.

2. Sponsor:

DSS Digital Shelf Space Inc., 214-1847 West Broadway, Vancouver, B.C., Canada V6J 1Y6.

2. Eligibility and Contest Requirements.

No purchase is necessary to enter or to win the contest. The contest is open only to legal residents of the United States and Canada who are over the age of 18. Employees and other representatives of DSS, its affiliates, and advisers (and the immediate family members of each) are not eligible to win. All applicable federal, state, provincial and local laws and other regulations apply. This contest is void where prohibited or restricted. DSS will only accept those entries that are completed and submitted in accordance with the format and methods designated below. DSS will not be responsible or liable for: (a) any failure to receive entries owing to transmission failures and other conditions that are beyond the reasonable control of DSS, or (b) any printing or typographical errors in any materials associated with the contest. Participation constitutes entrant's full and unconditional agreement to these Official Rules and DSS' decisions, which are final and binding in all matters related to the contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. Start/End Dates:

Contest begins at 12:01 PM PST July 15, 2011 and ends at 12:01 PM PST October 13, 2011.

4. How To Enter.

Submit your name and e-mail address via the entry form provided at www.facebook.com/gsprushfit.com or at www.gsprushfit.com/ufc137sweepstakes. Entries submitted through Facebook require the entrant to "like" the GSP RUSHFIT Facebook Page before entering the sweepstakes. Limit of 1 entry per person per Facebook account during the contest period.

Any attempt by any participant to obtain more than the stated number of entries by using multiple, different email addresses, identities, or any other methods will void that participant's entry and that

participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In addition, by entering the contest, unless prohibited by applicable law, entrants consent to being placed on DSS' mailing lists. If you have any questions regarding such inclusion on DSS' mailing lists, please refer to DSS' privacy policy (<http://www.gsprushfit.com/privacy>). You can be removed from these mailing lists at any point by following the Privacy Policy instructions or emailing your removal request to Digital Shelf Space at help@gsprushfit.com.

4. Winner Selection.

The winners will be determined by a random drawing from all eligible entries received. The drawing will be held on or about October 13, 2011. The grand prize winner will have 3 days from notification to claim their prize. Notification is deemed to occur when the e-mail notice is transmitted by DSS to the respective prize winner. The winner can claim their respective prize by replying to our e-mail notification and confirming their identity and eligibility, and then answering a skill testing question. A claim will be deemed to have occurred at the time at which the claiming e-mail is sent to DSS. IF A SELECTED WINNER IS UNREACHABLE OR INELIGIBLE, OR FAILS TO CLAIM A PRIZE WITHIN 3 DAYS, OR FAILS TO RETURN AN EXECUTED AFFIRMATION IN A TIMELY MANNER, OR FAILS TO ANSWER THE SKILL TESTING QUESTION, THE WINNER WILL FORFEIT THE PRIZE.

6. POTENTIAL PROMOTION WINNER IS SUBJECT TO VERIFICATION BY SPONSOR WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST.

5. General Release.

By entering the Contest, you release DSS and Facebook, and their respective affiliated companies, directors, officers, employees, representatives, and agencies from any liability whatsoever for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with this contest or with the acceptance, possession or use of the prize (including, without limitation, claims, costs, injuries, and losses related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation, or portrayal in false light). You also acknowledge and understand that the contest is not sponsored, endorsed, or administered by, or associated with Facebook.

6. Affirmation.

As a condition of receiving the prize, the winner will be required to execute an Affirmation of eligibility and, if appropriate, ownership of an e-mail account, and unless prohibited by applicable law, consent to the use of their names, hometowns, likenesses and images, and/or prize information for promotional and other purposes without further payment.

7. Disputes.

Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any prizes awarded, other than those concerning the administration of the Promotion or the determination of winners, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved exclusively by the British Columbia Court of Law at a courthouse located in Vancouver, B.C., Canada; (iii) 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 (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 Province of British Columbia, without giving effect to any choice of law or conflict of law rules (whether the Province of British Columbia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province of British Columbia.

8. Winners Names and Official Rules.

To obtain the name of the prize winner, please send a request (along with a self-addressed, stamped envelope) to DSS --- UFC 137 Sweepstakes, 214-1847 West Broadway, Vancouver, B.C., Canada V6J 1Y6.

9. Choice of Law.

All issues relating to the contest or these Official Rules, including any issues regarding construction, validity, interpretation or enforceability, or the rights and obligations of the contest entrants or DSS shall be governed by and construed under and enforced in accordance with the laws of the Province of British Columbia, Canada without giving effect to any choice of law or conflict of law rules.

10. Limitation of Liability.

By entering this contest, each entrant specifically agrees that any and all claims, judgments or other awards shall be limited to actual out-of-pocket expenses incurred by the claimant, including costs associated with entering the contest, and expressly excluding any attorney fees incurred by claimant. Each entrant also further specifically agrees to waive any and all rights for any claims for punitive, incidental or consequential damages.

11. Miscellaneous.

The Official Contest rules and all accompanying materials are copyright protected under the appropriate USA or Canada Copyright Law. All contest entrants agree to be bound by these Official Rules. All contest entrants further agree to be bound by the decisions of DSS. All such decisions by DSS are final and binding in all respects. DSS reserves the right, at its sole discretion, to change these rules or cancel the Contest at any time prior to the deadline for receipt of entries. If any provision of these Official Rules are determined by a court of law in the Province of British Columbia, Canada to be invalid or unenforceable or illegal, then these rules shall be construed to remain in effect and be construed in accordance with their remaining terms as if the invalid or illegal provision were not contained herein.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to DSS Digital Shelf Space Inc. and not to Facebook. The information you provide will only be used for this Promotion as described above.