

C·P·R·I·M·E™

Holiday

Dash for Cash

Promotion

Weekly Cash Prizes

For **each** pay period during the contest, cash prizes will be awarded to the top five distributors with the most points earned that week:

1 st	\$1,000
2 nd	\$500
3 rd	\$500
4 th	\$250
5 th	\$250

Points reset on first day of new pay period.

Grand Cash Prizes

In addition to weekly cash prizes, points will be tracked for the entire contest period and the top 12 distributors with the most cumulative points will receive the following cash rewards:

1 st	\$2,500
2 nd	\$2,000
3 rd	\$1,500
4 th –6 th	\$1,000
7 th –9 th	\$750
10 th –12 th	\$500

Official contest dates: 10/31/11 – 12/18/11



cPRIME launches its most lucrative cash promo to date!

Spread cPRIME cheer by wearing your cPRIME band to the season's biggest events to earn points towards some serious cash! Points towards cash prizes can also be earned by personal enrollment group volume, retail sales, and new enrollments as outlined below.

How to earn points:

PERSONAL ENROLLMENT GROUP VOLUME

Earn **1 point** for every **500 BV** generated within your Personal Enrollment Group.

RETAIL SALES FROM REPLICATED WEBSITE

Earn **1 point** for every 10 BV generated from replicated website sales.

NEW ENROLLMENTS

Earn **25 additional points** for every new enrollment with an initial purchase of a c3 System Pack.

HOLIDAY PARTIES

Earn **25 points** when you attend a holiday party and submit a photo of yourself wearing cPRIME at the event. Earn **10 points** for each distributor pictured wearing cPRIME at a party **you host**.

NOTE: Rules & restrictions apply. See official rules and guidelines on next page.

Earn **150 additional points** for every new enrollment with an initial purchase of a Retailer Pack.

Official Contest Dates:

October 31, 2011 – December 18, 2011

7 Pay Periods:

Week 75: Monday, Oct. 31 through Sunday, Nov. 6
Cash prize paid!

Week 76: Monday, Nov. 7 through Sunday, Nov. 13
Cash prize announced Monday, Nov. 14 & paid November 24, 2011

Week 77: Monday, Nov. 14 through Sunday, Nov. 20
Cash prize paid December 1, 2011

Week 78: Monday, Nov. 21 through Sunday, Nov. 27
Cash prize paid December 8, 2011

Week 79: Monday, Nov. 28 through Sunday, Dec. 4
Cash prize paid December 15, 2011

Week 80: Monday, Dec. 5 through Sunday, Dec. 11
Cash prize paid December 22, 2011

Week 81: Monday, Dec. 12 through Sunday, Dec. 18
Cash prize paid December 29, 2011

Official Rules & Guidelines:

1. All new enrollments, pack purchases, and online retail sales must be purchased with the new distributor/customer's credit card and shipped to the new distributor/customer's address. Any distributor enrolling fraudulent accounts in an attempt to earn contest points will be disqualified and subject to immediate termination from cPRIME USA.
2. Points for the Grand Prize Cash Awards will be calculated for the contest period beginning at 12:01 AM CST Monday, October 31, 2011 and ending Sunday, December 18, 2011 at 11:59 PM CST.
3. Weekly Cash Prizes will be based on points earned during one pay period only. For weekly cash prizes, points for all distributors will reset at the beginning of each pay period.
4. cPRIME USA reserves the right to interpret the rules, prizes, and points of the Holiday Dash for Cash Promotion at its sole discretion and all decisions of the company are final.
5. To qualify for a cash prize, distributors must remain Active and Qualified during the contest period(s).
6. To qualify for cash prizes, distributors must have enrolled at least 1 (one) new Active distributor within 3 (three) Bonus Periods preceding each qualification period. Meaning, in order to be eligible for cash prizes in Week 77, you must have enrolled 1 Active distributor in Week 74, 75, or 76.
7. c3 System Pack and Retailer Pack must be placed as initial order of new enroller to qualify for New Enrollment points.
8. Points earned for Holiday Parties will be awarded only if distributors follow the exact process included in this document, and are submitted within one week of the event. Parties must take place during the contest dates. Points will be applied during the pay period cPRIME USA receives the submission.
9. By submitting your photo to cPRIME USA via email or otherwise, you verify that you have the rights to the photo, and that you agree to the terms listed in the rules and guidelines. By submitting the photo, you expressly give consent to cPRIME USA to post the photo on the official cPRIME Facebook page and/or official cPRIME blog. You may revoke authorization at any time by sending written notification to events@cprimeusa.com or to: cPRIME USA, 352 Denver St. Ste 200, Salt Lake City, UT 84111. Revocation will not affect any actions taken before receipt of notification.
10. Photos submitted for Holiday Party points are subject to approval and do not automatically qualify until reviewed by cPRIME USA based on certain criteria. cPRIME bands must be visible in the photo, and photos of poor quality are not eligible. Any distributor submitting photos in an attempt to manipulate the contest will be disqualified.
11. By participating in the Holiday Dash for Cash Promotion, you are acknowledging that you have read and agree to the official rules and guidelines.

Contest Details:

Points Overview

Earn points for Personal Enrollment Group Volume, Retail Sales through your replicated website, New Enrollments with a pack purchase, and promoting cPRIME at holiday parties. See additional guidelines:

Personal Enrollment Group Volume:

Includes direct enrollees, plus their enrollees, and so on.

New Enrollments:

c3 System Packs include Performance Pack, Lifestyle Pack, and Signature Series Pack.

Example: A new enrollment with a c3 System Pack would earn 25 points + any points generated from BV.

Example: A new enrollment with a Retailer Pack would earn 150 points + any points generated from BV.

Holiday Parties:

Only 2 (two) 25-point submissions allowed per month per distributor during the contest period for a maximum of 100 points (50 points per month). Submit one photo per party. Refer to instructions on how to submit your photos to ensure points are credited accurately.

How To Submit Holiday Party Photos

Submit the following to cPRIME USA via email to events@cprimeusa.com:

1. Photo from the event showing cPRIME bands (.jpg format preferred)
2. Name of distributor in the photo
3. First and last name of distributor requesting points
4. Distributor ID number of distributor requesting points
5. Date of event
6. Location of the event
7. Host/Name of the event
8. Short description of the event (what it was, where, hosts, and any distributors pictured)
9. Please include the names of anyone else in the photo

Holiday Party photos will be posted on the official cPRIME Facebook page and/or official cPRIME blog. You will receive an email confirmation for each photo submission that qualifies for Holiday Party points, indicating the number of points earned.

Only 2 (two) 25-point submissions allowed per month, per distributor during the contest period, for a maximum of 100 points (50 points per month). Meaning, you can earn up to 50 points each month by attending (up to two) parties that you do not host. Submit only one photo per party you attend (not host) for 25 points.

Please follow the above instructions to ensure points are applied accurately.

For parties you host, please submit all photos of distributors wearing cPRIME bands at your party within one week following the event. Host receives 10 points for a photo of himself or herself at the party. Clearly indicate the date of your party in each email. For an event to qualify as a "holiday party", there must be a minimum number of guests and/or distributors in attendance. Meetings are not considered parties or events unless determined as such by cPRIME USA.

Points earned for Holiday Parties will be awarded only if distributors follow the exact process included in this document, and are submitted to events@cprimeusa.com within one week of the event. Parties must take place during the contest dates. For weekly cash awards, Holiday Party points will be applied to the pay period in which cPRIME USA receives the submission, or the pay period the information needed to calculate points is determined.

By submitting your photo to cPRIME USA via email or otherwise, you verify that you have the rights to the photo, and that you agree to the terms listed in the rules and guidelines. By submitting the photo, you expressly give consent to cPRIME USA to post the photo on the official cPRIME Facebook page and/or official cPRIME blog. You may revoke authorization at any time by sending written notification to events@cprimeusa.com or to: cPRIME USA, 352 Denver St. Ste 200, Salt Lake City, UT 84111. Revocation will not affect any actions taken before receipt of notification.

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