

2018 ZUMBA® CRUISE CONTEST

Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

VOID WHERE PROHIBITED BY LAW.

1. **Eligibility:** The Zumba® Cruise Contest (“Contest”) is open to any ZIN™ Member who is in good standing at the time of entry into the Contest, at the time of the announcement of the winners and at the time of the Zumba® Cruise (and the 2018 Zumba® Convention, if applicable) (“Participant”). To be eligible, Participant is not required to sign-up for the Zumba® Cruise. The following individuals are not eligible to participate in the Contest: employees, officers and directors of Zumba Fitness, LLC, 800 Silks Run, Suite 2300, Hallandale, FL 33009 (the “Sponsor”), its subsidiaries and affiliated companies, advertising and legal agencies involved in the administration, development and execution of this Contest (collectively, “Contest Parties”), and the immediate family members of each (spouse, parent, child, sibling and grandparent of each) and those living in their same households (those persons whether related or not who live in the same residence for at least six (6) months during the twelve (12) month period preceding the start date of the Contest).
2. **Contest Period:** The Contest begins at 12:00:01 am ET on July 18, 2017 and ends at the earlier of 11:59:59 pm ET on March 19, 2018 or on the date the Zumba® Cruise sells-out (the “Contest Period”).
3. **Entry, Prizes and Notification of Winners:** To enter and be eligible to win a prize, Participant must exploit the unique affiliate code, which will be provided free of charge to each ZIN™ Member by Sponsor (the “Code”), as follows:
 - a. Onboard Credit – For every person that is not a ZIN™ Member at the time of registration that registers for the Zumba® Cruise during the Contest Period using the Participant’s Code, Participant and Registrant will each receive a US\$25.00 onboard credit to be used on the cruise ship during the Zumba® Cruise (e.g., if four (4) people sign-up for the Zumba® Cruise using a Participant’s Code during the Contest Period, the Participant will receive US\$100.00 worth of onboard credit). The onboard credit is nonrefundable, non-transferable, and has no cash value. Any unused portion of the onboard credit will be forfeited.
 - b. Free Zumba® Cruise – For the first fifty (50) Participants whose Participant Codes are used by at least fifteen (15) people (not including Participant or other ZIN™ Members) to register for the Zumba® Cruise during the Contest Period, each Participant will receive 1 berth in an interior cabin on the Zumba® Cruise (a US\$885.00 value) for Participant. Excludes taxes, gratuities, port fees as well as any travel or expenses incurred by Participant in travelling to and from the departure point of the Zumba® Cruise. The winners will be announced by Sponsor at the time the Participant’s Code is used by at least fifteen (15) people (not including Participant or other ZIN™ Members) to register for the Zumba® Cruise during the Contest Period (or on the date the Zumba® Cruise sells-out, if earlier).
 - c. Free 2018 Zumba® Convention – For the first one hundred (100) Participants whose Participant Codes are used by at least ten (10) people (not including Participant or other ZIN™ Members) to register for the Zumba® Cruise during the Contest Period, Participant will receive registration for the 2018 Zumba® Convention (US\$420.00 value). The winners only receive registration to the 2018 Zumba® Convention – flights, hotel rooms, ground transportation and food and incidental expenses are not included. The winners will be announced by Sponsor at the time the Participant’s Code is used by at least ten (10) people (not including Participant or other ZIN™ Members) to register for the Zumba® Cruise during the Contest Period (or on the date the Zumba® Cruise sells-out, if earlier).

- d. Runner-up Winners – The four (4) Participants whose Participant Codes are used by the most people (not including Participant or other ZIN™ Members) to register for the Zumba® Cruise during the Contest Period, other than the Grand Prize Winner, will win (i) an upgrade to a deluxe ocean view room with a balcony on the Zumba® Cruise (US\$2,838.00 value) for Participant and one (1) guest. Excludes taxes, gratuities, port fees as well as any travel or expenses incurred by Participant and Participant's guest in travelling to and from the departure point of the Zumba® Cruise; (ii) US\$500.00 coupon to be used toward the purchase of Zumba apparel products on Zumba.com. The coupon expires on December 31, 2018 and can only be used for purchases of Zumba apparel products on Zumba.com. The coupon cannot be redeemed for cash or credit and has no cash value; (iii) the opportunity to teach Participant's very own Zumba® class for fifty (50) people during the Zumba® Cruise at a time to be set by Sponsor in its sole discretion; (iv) a complimentary dinner for Participant and three (3) guests during the Zumba® Cruise at one of the cruise ship's specialty restaurants. The dinner does not include any alcoholic beverages; (v) a US\$300.00 credit to be used by Participant during the Zumba® Cruise for cruise amenities (e.g., spa, beverages, ship excursions, etc.); (vi) free ZIN™ Membership (a US\$360.00 value) for the period May 1, 2018 through May 1, 2019; and (vii) registration for the 2018 Zumba® Convention (US\$420.00 value) (only includes registration to the 2018 Zumba® Convention – flights, hotel rooms, ground transportation and food and incidental expenses are not included). The Runner-up Winners will be announced by Sponsor on March 19, 2018 (or on the date the Zumba® Cruise sells-out, if earlier) on Sponsor's Zumba® Cruise website as well as by email.
- e. Grand Prize Winner – Participant whose Participant Code is used by the most people (not including Participant or other ZIN™ Members) to register for the Zumba® Cruise during the Contest Period, will win (i) an upgrade to a superior ocean view with balcony (double occupancy) on the Zumba® Cruise (US\$2,858.00 value) for Participant and one (1) guest. Excludes taxes, gratuities, port fees as well as any travel or expenses incurred by Participant's guest in travelling to and from the departure point of the Zumba® Cruise; (ii) one (1) round trip ticket for Participant to travel from an airport near a major U.S. city near Participant's home to the departure point of the Zumba® Cruise. All travel arrangements will be booked by Sponsor and such arrangements will be made in Sponsor's sole discretion; (iii) the opportunity to teach Participant's very own Zumba® class for fifty (50) people during the Zumba® Cruise at a time to be set by Sponsor; (iv) a complimentary dinner for Participant and three (3) guests during the Zumba® Cruise at one of the cruise ship's specialty restaurants. The dinner does not include any alcoholic beverages; (v) US\$1,000.00 coupon to be used toward the purchase of Zumba apparel products on Zumba.com. The coupon expires on December 1, 2018, can only be used for purchases of Zumba apparel products on Zumba.com. The coupon cannot be redeemed for cash or credit and has no cash value; (vi) a US\$600.00 credit to be used by Participant during the Zumba® Cruise for cruise amenities (e.g., spa, beverages, ship excursions, etc.); (vii) free ZIN™ Membership (a US\$360.00 value) for the period May 1, 2018 through May 1, 2019; and (viii) registration for the 2018 Zumba® Convention (US\$420.00 value), four (4) nights of hotel accommodations at a hotel near the Convention site to be selected and booked by Sponsor in its sole discretion, and one (1) round trip ticket for Participant to travel from an airport near a major U.S. city near Participant's home to Orlando, Florida. All travel arrangements will be booked by Sponsor and such arrangements will be made in Sponsor's sole discretion. The Grand Prize Winner will be announced by Sponsor on March 19, 2018 (or on the date the Zumba® Cruise sells-out, if earlier) on Sponsor's Zumba® Cruise website as well as by email.
- f. Chance to Win a Free Zumba® Cruise – **PARTICIPANT MUST BE A ZIN™ MEMBER RESIDING IN THE UNITED STATES TO BE ELIGIBLE TO WIN THIS PRIZE.** In the event that a Participant's Code is used by at least one (1) person (other than Participant) to register for the Zumba® Cruise during the Contest Period, Participant will be entered

into a drawing for a chance to win an interior cabin (double occupancy) on the Zumba® Cruise (a US\$1,770.00 value) for Participant and one (1) guest. Excludes taxes, gratuities, port fees as well as any travel or expenses incurred by Participant and Participant's guest in travelling to and from the departure point of the Zumba® Cruise. The winner will be announced by Sponsor on March 19, 2018 (or on the date the Zumba® Cruise sells-out, if earlier) on Sponsor's Zumba® Cruise website as well as by email. Sponsor will refund the winner if Participant already registered for the Zumba® Cruise at the time the winner is announced or, in the event the Participant has not signed up for the Zumba® Cruise, provide Participant with a comp code to register for the Zumba® Cruise.

All prizes must be accepted as described herein. In the event the Zumba® Cruise sells-out, all prizes might not be awarded. Sponsor has the final authority on the interpretation of all prizes and all prize related terms and conditions and reserves the right to change these terms and conditions without prior notice. All Participants have an equal chance of winning and no purchase will increase a Participant's chance of winning. Chances of winning depend on the number of Participants who participate in the Contest. All winners are subject to verification.

4. **Winners are Responsible for all applicable Taxes:** The estimated value of the prizes is set forth hereinabove. No cash equivalent for the prizes listed herein will be offered. Prizes are non-transferable and no substitution will be made except as provided herein or at the Sponsor's sole discretion. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute that prize with another prize of equal or greater value.
 - a. US Citizens, Persons, Resident Aliens and Taxpayers – Each Participant who wins a prize is responsible for reporting the fair market value of all prizes to the IRS, and is solely responsible for all associated taxes and fees associated with the receipt and/or use of the prizes. Each winner must provide Sponsor with a completed IRS Form W-9, and will be issued an IRS Form 1099-MISC for the value of the prizes awarded if such value is \$600.00 USD or more.
 - b. Non-US Citizens, Persons, and Taxpayers – Each Participant who wins a prize shall provide Sponsor with a completed IRS Form W-8BEN. Each winner is solely responsible for reporting any prize winnings as required by any applicable laws within their resident country and agrees to pay taxes in accordance with all provisions of applicable law.
5. **General Conditions:** By participating in the Contest, Participant agrees to these Official Rules and Sponsor's Privacy Policy (available at www.zumba.com), which are final and binding in all respects. If for any reason the Contest is not capable of running as planned for any reason, Sponsor reserves the right, in its sole discretion, to cancel, modify or terminate the Contest. Sponsor reserves the right to disqualify any individual who is responsible or who tampers with the operation of the Contest or who acts in any disparaging, unlawful, deceitful or underhanded manner. This Contest is governed by, and will be construed in accordance with the laws of the State of Florida, without regard for conflicts of law doctrine, and Participants agree that all proceedings shall take place in the federal or state courts in Florida.
6. **Limitations of Liability and Release:** No liability or responsibility is assumed by Sponsor or Contest Parties resulting from a Participant's participation in or attempt to participate in the Contest. No responsibility or liability is assumed by the Sponsor or Contest Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other technical problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of

any transmissions to be sent to or received; lost, late, delayed or intercepted transmissions; inaccessibility of the zumba.com website in whole or in part for any reason; and unauthorized human or non-human intervention of the operation of the Contest. Sponsor is not responsible for any typographical errors in these Official Rules, or any inaccurate or incorrect data contained on the Zumba.com website. Sponsor is not responsible for any personal injury or property damage or losses of any kind which may be sustained resulting from participation in the Contest, use of the Zumba.com website or the download of any information from the website.

By entering into the Contest, Participant agrees to indemnify, defend and hold harmless Sponsor and Contest Parties from and against any and all liability, losses, costs and expenses (including attorneys' fees) incurred as a result of any submission made by Participant to Sponsor. By acceptance of a prize, each of the prize winners agrees to release Sponsor and Contest Parties from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to person or property resulting in whole or in part, directly or indirectly, from participation in the Contest; from acceptance, possession, misuse or use of any prize; from any and all travel associated with any of the prizes, or from any typographical or other error in the Official Rules or the offering and announcement of a prize. Except where prohibited by law, each Participant, including each prize winners, grants permission for Sponsor and/or its designees to use his/her name, photograph, voice and/or likeness and/or submission, for advertising and/or publicity purposes, in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation.

- 7. Notification of the Winner:** The names of the winners will be announced as set forth in Section 3 of these Official Rules.

Sponsor: Zumba Fitness, LLC, 800 Silks Run, Suite 2300, Hallandale, FL 33009.