



908 Riverside Dr. • Palmetto, FL 34221

IT WORKS! 2015 CRUISE PROMOTION - OFFICIAL RULES

1. The It Works! Cruise is a promotion (“Promotion”) offered by It Works Marketing, Inc. and its affiliates and subsidiaries (hereafter “It Works!”) in which It Works! Independent Distributors (hereafter “Distributors”) that meet certain criteria described below are eligible to win a 5 day/4 night cruise on board the Carnival Paradise cruise ship, scheduled to depart on December 3, 2015 (“Cruise”) . This Promotion is open to any It Works! Distributor in good standing located in a country where It Works! is officially open for business and who is 18 years of age or older at the time of entry or registration.
2. The Promotion begins on June 1, 2015 at 12:01 a.m. CDT, (GMT-5), and ends at 11:59 p.m. CDT, (GMT-5) on August 31, 2015 (hereinafter “Promotion Period”). All It Works! Distributors shall automatically be eligible to participate in the Promotion.
3. In order to qualify, a Distributor must either:
 - a.) Be a Top 150 Income Earner during the June 1, 2015 - August 31, 2015 qualification period, which entitles you to a full cabin for you and one guest, who must be either a spouse or another It Works! distributor;
 - b.) Be a Top Point Earner during the June 1, 2015 - August 31, 2015 qualification period, note: you must obtain a minimum of 5000 points in order to qualify;
 - i. Top 350 Distributor Top Point Earners win the Cruise and a full cabin for you and a guest, who must be a spouse or an It Works! distributor;
 - ii. The next 1000 Distributor Top Point Earners win the Cruise and a half cabin to share with another Top Point Earner.
 - iii. In the event of a tie between Distributors with the highest point totals, the highest income earner during the Promotion period shall win the Cruise.
 - c.) If a Distributor is a Top 150 Income Earner, they cannot again qualify as a Top Point Earner.
 - d.) Only 1 Cruise will be awarded per household for those Distributors that qualify as either a Top 150 Income Earners or Top 350 Point Earners. A Distributor cannot qualify for both.
 - e.) Notwithstanding d. above, with regard to spouses that each have a Distributor position, if each spouse qualifies at the 1000 Distributor Point Earner level, they can both qualify and share a room.
 - f.) If a Distributor has multiple positions, only the top position with regard to the criteria in this promotion will qualify.
4. Points are earned in the following manner:
 - By enrolling a new Qualified Loyal Customer during the qualification period, you earn 100 points. If you place the Loyal Customer under anyone other than yourself, the points go to the Distributor you place them under.



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- By enrolling a new Distributor during the qualification period, you earn 300 points. The new Distributor must purchase the Business Builder Kit and obtain 150 PBV or set up and process an optional minimum 80 BV Autoship order within their first 30 days. Placing this new Distributor still counts for the enrolling Distributor.
 - By enrolling a new Distributor during the Promotion Period that enrolls and maintains 4 Qualified Loyal Customers within their first 30 days and no later than the end of the Promotion Period, the new Distributor earns 500 points and the enrolling Distributor also earns 500 points. All 4 Qualified Loyal Customers must be signed up during the Promotion period. The new Distributor can only earn the 500 points once for enrolling 4 new Qualified Loyal Customers. The enrolling Distributor earns 500 points for every new Distributor they enroll who obtains 4 Qualified Loyal Customers during the Promotion time period.
 - When your personally enrolled Distributor reaches the paid as rank of Ruby for the first time during the Qualification Period, they receive 2500 points and you receive 2500 points
5. As stated above, the Qualification Period ends on August 31, 2015. Winners shall be announced on or before September 20, 2015. At that time, all winners will be sent a link via email to register for the Cruise. Winners will need to provide certain mandatory information including, but not limited to, passport number, guest name (if applicable), date of birth and address. All winners will have two weeks to register themselves and their guest (if applicable). All registrations must be completed no later than 11:59 pm CDT (GST-5) on October 4, 2015. Failure to provide all required information will result in disqualification from receiving the Cruise. It is the winner's responsibility to insure they have all documentation as required by Carnival.
 6. After October 4, 2015, It Works! will assign remaining cabins to the next qualifying Distributors in line. It Works! will send out a link to the second group of Distributors to register for the trip. This second group of qualifying Distributors must be completely registered no later than October 12, 2015.
 7. The Top 150 Money Earners during the Promotion Period and the Top 350 Distributor Top Point Earners are eligible to bring a guest, age 18 or over, who is either a spouse or It Works! Distributor. The next 1000 Distributor Top Point Earners will be given an opportunity to request their roommate from the list of 1000 Distributor Top Point Earners. It Works! will attempt to accommodate those requests but cannot guarantee a particular roommate choice.
 8. If an eligible guest of a winner subsequently needs to cancel, It Works! will attempt to allow the Distributor to change guests. Such winner will be responsible for any costs relating to the change of guests.
 9. If a winning Distributor must cancel after registering, they forfeit participation in the Cruise and, where applicable, the guest is not eligible to attend without the winning Distributor. The winning Distributor that cancels after registering will be responsible for paying a \$200 cancellation fee.



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10. Winning Distributors that are a business entity such as a corporation or limited liability company may only have one individual attend the Cruise. That spot will be the primary account representative. If the primary account representative is not available, then no one else is eligible to attend unless that individual is listed on the account prior to June 1, 2015. Consistent with the previous rules, unless the Distributor earned a cabin that allows a guest by being a Top 150 Income Earner or Top 350 Distributor Top Point Earner, then this cabin shall be shared with another Top Point Earner.
11. No individual under the age of 18 is allowed on this Cruise.
12. It Works! has secured the entire ship for purposes of this Promotion. Therefore, this Cruise is limited to It Works! Distributors and certain corporate employees only. Therefore, no outside cabins can be purchased from Carnival or other travel or cruise sites.
13. Winners of this Promotion shall receive the Cruise at no charge and includes the cabin, on-board meals and all taxes, port charges and gratuities. No airfare, ground transportation, alcohol, casino, photographs, art auctions, gift shop or any shore excursions are included and shall be the sole responsibility of the participant and not It Works!.
14. **This Promotion is non-transferable, and rainchecks or replacement awards will not be offered. THIS PROMOTION HAS ZERO CASH VALUE AND A CASH PAYOUT IS NOT AVAILABLE.**
15. The following persons are not eligible to enter the Promotion: (a) employees of It Works! and its officers, (b) officers, employees, or agents of any organization directly involved with this Promotion; (c) immediate family members and persons living in the same household as the persons identified in (a) and (b) above. Notwithstanding the above, and with respect to (c) above, It Works! acknowledges that a certain number of its employees may have or, in fact, do have family members that are Distributors of It Works!. These Distributors are eligible to participate in this Promotion, but must be disclosed to It Works! as such and will be bound to these Official Rules.
16. By participating in this Promotion, entrants agree to release, hold harmless, and agree to not institute any claim (including a class action claim) against It Works!, and each of their respective parent companies, affiliates, subsidiaries, and their respective officers, directors, employees, agents, and representatives (collectively "Released Parties") from any and all liability whatsoever for any injuries, losses or damages of any kind from or in connection with, either directly or indirectly; (i) the awarding, acceptance, receipt, possession, use and/or misuse, of any prize awarded herein; and/or (ii) participation in the Promotion. IN NO EVENT WILL IT WORKS!, ITS AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, ITS ADVERTISING AND PROMOTIONAL AGENCIES, OR ITS DIRECTORS, OFFICERS, EMPLOYEES, ATTORNEYS, AGENTS AND REPRESENTATIVES, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, WHETHER IN CONTRACT, TORT OR OTHERWISE, AND INCLUDING INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES (EVEN IF SUCH DAMAGES ARE FORESEEABLE, AND WHETHER OR NOT THE INDEMNIFIED PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES) ARISING FROM THIS PROMOTION.



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17. All provisions of It Works! Policies and Procedures remain in effect and normal It Works! rules regarding returns apply.
18. Any Distributor that fraudulently or intentionally circumvents these rules shall be subject to immediate disqualification from the Promotion and subject to further disciplinary action by It Works!.
19. All rules regarding this Promotion are subject to change at any time with or without prior notice.
20. Winners are solely responsible for all taxes incurred on all awards and for providing valid identification to claim the award. Payments of all taxes are the sole responsibility of the winners. Depending upon the winners country of residency, winners may be required to sign an IRS Form W-9 or its equivalent and understand that the cash value of the Cruise may be reported as IRC Section 1099 income or its international equivalent.
21. All decisions made by It Works! with regard to the awarding of the Cruise and the interpretation of these Official Rules are final and binding upon all participants. All persons participating in the It Works! Promotion shall be deemed to have read and understood these Official Rules. It Works! may change or terminate this Promotion at any time without prior notice.
22. Prior to the awarding of any Cruise, It Works! in its sole discretion, may require Cruise recipients to sign a liability release agreeing to hold It Works!, its parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the Promotion. In accepting the award, the recipient acknowledges that It Works! may not be held liable for any loss, damages or injury associated with accepting or using this Promotion.
23. By claiming and receiving the Cruise, the Distributor authorizes the use, without additional compensation, of his or her name and/or likeness for marketing and advertising purposes in any manner and in any medium (including without limitation, radio broadcasts, newspapers, and other publications and in television or film releases, slides, videotape, distribution over the Internet and picture data storage) that It Works! may deem appropriate.
24. It Works! is not responsible for typographical or other errors in the printing, the offering, or the administration of this Cruise Promotion or other correlating materials.
25. In addition to these Promotion Rules, Distributors are bound by all provisions contained in the Carnival Ticket Contract.
26. **THIS PROMOTION IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**