

THE 'KETTLERCISE® 12 WEEK BODY TRANSFORMATION CHALLENGE' ENTRY OFFICIAL RULES AND REGULATIONS

Important Amendment:

The 2013 Challenge has been extended to the end of 2014 to include 2 additional Phases (Phase 5 & 6) and will now be referred to as the 'Kettlercise 12 Week Body Transformation Challenge'.

What is the Kettlercise® 12 Week Body Transformation Challenge?

The **Kettlercise® Challenge** is a '12 Week Body Transformation Challenge' a Kettlebell Seminars Ltd pre-defined competition following the Kettlercise® system which includes:

1. A Participants Official entry pack submission either by post or by email
2. A Participants personal before pictures
3. A Participants personal after pictures
4. A Participants personal written testimonial.

Who is the Kettlercise® 12 Week Body Transformation Challenge open to?


The **Kettlercise® 12 Week Body Transformation Challenge** will be conducted in the UK (United Kingdom) and is open to UK residents that wish to take part. The **Kettlercise® '12 Week Body Transformation Challenge', is only open to participants that are 18 years of age or over.** Participants may be asked to produce identification documents such as a valid driving license, and/or valid passport to support their age at the time of entry.

Why are there different Phases?

The **Kettlercise® '12 Week Body Transformation Challenge'** has been broken down in to different phases to enable a participant to select their own 12 week 'window' at any given time throughout the year and submit their completed entry pack at any given time of the year. Packs received by Kettlebell Seminars Ltd will be entered in to the current phase.

- Participants 'Kettlercise® 12 Week Body Transformation Challenge' lasts for 12 weeks from commencement to completion.
- A participant can choose their own suitable date to commence day 1 of their individual personal challenge as long as the end date is exactly 12 weeks from their chosen commencement date
- A participant must provide evidence of their official commencement date by substantiating their 'before' picture with newspaper evidence of day one (1) of their commencement date
- A participant must provide evidence of their official completion date by substantiating their 'after' picture with newspaper evidence of day seven (7) of week twelve (12) of their completion date
- A participant must submit their 'Official Entry Pack' either by post or email
- A Participant can enter multiple phases of the '**Kettlercise® '12 Week Body Transformation Challenge'** but a completed Official Entry Pack must be submitted for every phase.
- A participant must supply a total of 6 photographs (3 Before: 3 After) as specified no less than 7" x 5" each photograph.
- A participant not following all of the above specified criteria will be deemed ineligible to win any of the main prizes

Kettlercise® '12 Week Body Transformation Challenge' Phases:

Phases	LATEST DATE I can commence my Kettlercise 12 Week Body Transformation Challenge is....	Submit my pack on or before	Entry Pack' to be Received by Kettlebell Seminars Ltd by no later than midnight on:
1	Monday 8 th April 2013	Submit my pack on or before →	Monday 1 st July 2013*
2	Monday 1 st July 2013	Submit my pack on or before →	Monday 23 rd Sept 2013*
3	Monday 7 th October 2013	Submit my pack on or before →	Monday 30 th Dec 2013*
4	Monday 20 th January 2014	Submit my pack on or before →	Monday 14 th April 2014*
 5	Choose your own 12 week start/end date	Submit my pack on or before →	Tues 30 th Sept 2014*
 6	Choose your own 12 week start/end date	Submit my pack on or before →	Weds 31 st Dec 2014*

**Last official date for entry is no later than midnight on Weds 31st Dec 2014

Prizes and their Values:

WINNER(S):

- Where the number of participants meet the required specification the following prizes will be awarded **for each of the Challenge Phases** as follows:
 - **One (1) 1st Prize £1,000.00 cash**
 - **One (1) 2nd Prize £500.00 cash**
 - **One (1) 3rd Prize £250.00 cash**
 - **Three (3) Runners Up Prizes* Supplements** (1 x's bottle of L-8 CLA Fat burning (90 Capsules) per calendar month, 1 x's tub L-8 Lean Burn Protein Powder per calendar month, 1 x's FREE Drinks shaker

OVERALL CHAMPION: Kettlercise® 12 Week Body Transformation Challenge

- The main 1st Prize winners (per phase where participants met the required minimum criteria) will then have a chance of winning the overall **Kettlercise® 12 Week Body Transformation Challenge** and the main prize of a Mini Cooper or cash alternative of £15,000.00.

The overall one (1) main prize winner will be announced on or before 31st January 2015 on www.kettlercise.com

Participants may send a separate, self-addressed, stamped business addressed envelope to: Kettlercise® `12 Week Body Transformation Challenge, Kettlebell Seminars Ltd, Suite 1, Kenyon Business Centre, Kenyon Rd, Nelson, Lancashire, BB9 5SP to receive a list of winners no later than 15th February 2015.

By entering all winners (UK) are solely and directly responsible for all applicable taxes; prizes are not transferable; and there will be no substitutions for the prizes except at the express option of Kettlebell Seminars UK Ltd.

All winners must sign a declaration and release form contained in the Official Entry Pack before submitting confirming compliance with the contest rules, acceptance of the prize as awarded and releasing Kettlebell Seminars Ltd its affiliates, its advertising and promotion agencies, the contest judges and their respective officers, directors, agents, representatives, successors and assigns from any liability in connection with **Kettlercise® 12 Week Body Transformation Challenge**, the entrant's participation therein and/or the awarding and use of the prize or any portion thereof.

Release: By signing the declaration on Page 22, I (the participant) am declaring that I am of legal age to enter **and** hereby give **Kettlebell Seminars Ltd** the absolute and irrevocable right and permission and I acknowledge that **Kettlebell Seminars Ltd**, are and will be the sole owner of all rights in and to the communications and the recording/photography thereof, for all purposes in perpetuity. I hereby assign any copyright rights, publicity rights or any other rights that I may have regarding the Communications to **Kettlebell Seminars Ltd** I also hereby release **Kettlebell Seminars Ltd**, from any and all claims of any nature whatsoever which I could or might have against the Releases by reason of any fact or matter whatsoever.

By signing my name on Page 22, I acknowledge that I have carefully read and understand this document.

Official Timelines and Deadlines:

To officially enter the **Kettlercise® 12 Week Body Transformation Challenge** participants must register online by visiting www.kettlercise.com entering a valid email address and by downloading the 'Official Entry Pack'.

Upon completing your chosen round of **Kettlercise® 12 Week Body Transformation Challenge** the participant must submit their completed 'Official Entry Pack' either via post or by email and by the specified date. The entry must be completed in full and written in English. Postal entries must be sent to: Kettlebell Seminars Ltd, Suite 1, Kenyon Business Centre, Kenyon Rd, Nelson, Lancashire, BB9 5SP. A completed Official Entry Pack (either online or printed hard-copy) is required to be eligible to win the overall prize package. Kettlebell Seminars Ltd does not accept responsibility for completed entries received after the official and specified completion dates and where participant have not met the minimum requirements to enter.

All entries found to be incomplete and illegible will be disqualified. All testimonials and all 'before' and 'after' photos must be your own original and unpublished story. All Challenge entries must be received no later than the Official Entry Deadline Date(s). Kettlebell Seminars Ltd is not responsible for internet connectivity, mail delays, misplaced or lost entries. Participants can enter the **'Kettlercise® 12 Week Body Transformation Challenge'** as many times as they like but a completed Official Entry Pack must be submitted at every phase.

How You Will Be Judged:

Winners will be chosen based upon the following criteria:

1. External transformation – (personal "before" and "after" pictures), with date & newspaper verification
2. Internal transformation – (personal testimonial) how you felt 'during' and 'post' completion of the challenge.

Judges will then further vote and decide who is to be crowned the one (1) main cash prize winner of the **Kettlercise® '12 Week Body Transformation Challenge' winner** based upon the same criteria:

- **one (1) overall 1st prize winner** of Mini Cooper or cash alternative of £15,000.00.

The probability of winning depends upon the overall number of entries received, and the quality of entries submitted and as decided by judges. In the event of a tie, the overall one (1) winner will be selected based solely on 2. Internal transformation – (personal testimonial) how you felt 'during' and 'post' completion of the challenge and its depth and quality of content.

Who's Eligible to Enter the Kettlercise® '12 Week Body Transformation Challenge'?

Participants must be **at least 18 years of age BEFORE commencement of their chosen phase round** of the 'Kettlercise® '12 Week Body Transformation Challenge' AND possess the relevant means of identification should it be deemed necessary to produce.

The **Kettlercise® '12 Week Body Transformation Challenge'** is void where forbidden to: Employees directly associated with Kettlebell Seminars Ltd, and all their immediate family members. Immediate family means any of the following: spouse, ex-spouse, defacto spouse, child or step-child (whether nature or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.

All information and materials submitted along with your Official Entry Pack become the sole and exclusive property of Kettlebell Seminars Ltd.

Regulations and Requirements:

Kettlercise® '12 Week Body Transformation Challenge' participant scores remain the proprietary rights of Kettlebell Seminars Ltd and will not be disclosed at any time. All information and materials submitted by participants including your Official Entry Pack pre and post challenge round becomes the sole and exclusive property of Kettlebell Seminars Ltd. **Kettlebell Seminars Ltd reserves the right to amend the rules at its sole discretion and without notice to each individual Kettlercise® '12 Week Body Transformation Challenge' participant. Any amendments to the rules or changes in prizes will be published online at www.kettlercise.com. Rule interpretations and all judging decisions are final.**

Kettlebell Seminars Ltd shall have the sole right in its sole discretion to disqualify any participants whereby there is doubt that an individual's photograph is deemed to have been digitally or professionally enhanced without explanation.

Kettlebell Seminars Ltd shall have the sole right in its sole discretion to disqualify any Challenge participant without explanation for any reason at any stage of the **Kettlercise® '12 Week Body Transformation Challenge'**, and Kettlebell Seminars Ltd shall be fully and completely released and discharged from any liability or responsibility in this regard. Participants may not use anabolic steroids or any strength-enhancing drugs or medications unless prescribed by a G.P to treat an existing medical condition.

Each **Kettlercise® '12 Week Body Transformation Challenge'** participant takes responsibility for all risk of injury, harm or loss of any kind arising from participation in the Kettlercise® '12 Week Body Transformation Challenge'. As with any health program (or if you are not experienced with exercise, training, diets and supplementation) always consult with your G.P. or health care provider particularly if you suffer from any existing medical condition or if you regularly use prescription or over-the-counter medications. Participants of Kettlercise® '12 Week Body Transformation Challenge' expressly release Kettlebell Seminars Ltd, its distributors and affiliated companies, and its directors and employees of any of them from all risk, loss, injury, damage or harm that may arise from taking part in the Kettlercise® '12 Week Body Transformation Challenge'. As individuals differ, results will differ even when following the same program. There are no 'typical' results, the photos displayed in the Official Entry Pack and on the website www.kettlercise.com and accompanying marketing material are a true representation of what can be achieved by following a combination and the right balance of exercise, nutrition and supplementation.

It is solely the participant's responsibility to notify Kettlebell Seminars Ltd of any change(s) to their personal details. Winners who cannot be reached within ten (10) days at the address or phone number in their completed Official Entry Pack will be disqualified. In such instances the prize will be awarded to the 2nd best runner up. The final submission of your completed Official Entry Pack in the Kettlercise® '12 Week Body Transformation Challenge' is the equivalent of and shall be deemed your acceptance of the above rules and regulations and your final and precise agreement, compliance and approval for Kettlebell Seminars Ltd, and any of its affiliated companies, to use your name, photographs and written responses (in whole or in part) for promotional and advertising purposes to promote Kettlercise® products, its business, and Kettlercise® worldwide, in any media and in any manner whatsoever, without limitation or restriction or further consideration of any kind and as such all right, title and interest, including copyright, of your photographs and written responses shall remain the property of Kettlebell Seminars Ltd once submitted.

***Always consult with your G.P or health care provider before starting any new exercise, nutrition or Supplementation programme.**

**Sponsor: Kettlebell Seminars UK Ltd, Suite 1, Kenyon Business Centre, Kenyon Rd, Nelson, Lancs, BB9 5SP.
KETTLERCISE® is registered and trademarked – © copyright all rights reserved**