



Loyal Customer Referral Program Rules

1. This new It Works! Marketing, Inc. (hereafter "It Works!") Loyal Customer Referral Program (hereafter "Program") begins on January 17, 2014.
2. Upon successful enrollment into the Loyal Customer Referral Program and sharing their Landing Page on a qualified Social Media site, a new Loyal Customer can earn 10 Perk Points and use them immediately on all non-autoship orders. As part of this new program, Perk Points will no longer have a lapse in time from when a Loyal Customer earns them to when they can use them.
3. Perk Points under this program expire as they currently do (30 days after Loyal Customer cancels their autoship or loyal customer membership or their autoship is cancelled by It Works! for any reason).
4. When a Loyal Customer purchases their first order after signing a Loyal Customer Agreement, they will immediately be given a loyal customer link for purposes of referring customers. If the Loyal Customer shares this link via a qualified social media site, It Works! will immediately give the Loyal Customer (hereafter "Referring Loyal Customer") 10 Perk Points. These Perk Points are immediately available to be applied to any non-autoship order. This award of 10 Perk Points can only be received one time per Loyal Customer.
5. For 30 days following the initial enrollment of the Referring Loyal Customer, any newly enrolled Loyal Customer signed up via the Referring Loyal Customer's link will generate the option to receive either a free box of It Works! Ultimate Body Applicators ("Applicators") or \$35 Perk Points for the Referring Loyal Customer.
6. The Referring Loyal Customer is responsible for payment of tax and shipping on the free box of Applicators reward based on the normal Loyal Customer price.
7. The Perk Points can only be redeemed up to the subtotal of product and cannot be used for tax and shipping.
8. Existing Perk Point Rules apply.
9. This Program is also available to existing Loyal Customers. Existing Loyal Customers have until February 28, 2014 to earn rewards by enrolling Loyal Customers from their landing page.
10. Existing Loyal Customers will have the ability to share their link but are not currently eligible to earn 10 perk points for sharing the link.
11. This program will be offered in the US and all International Countries except Australia.

12. If a newly enrolled Loyal Customer cancels prior to completing their 3 month commitment or paying the \$50 Membership Fee, any reward given for their enrollment will be deducted from the Referring Loyal Customer.
13. Regarding returns, normal return processing rules apply. Perk Points are available for use only one time and will not be returned to an account.
14. It Works! reserves the right to cancel, suspend and/or modify this Program, or any part of it if any fraud, technical failures, or any other factor beyond It Works!' reasonable control impairs the integrity or proper functioning of the Program, as determined by It Works! in its sole discretion. Failure to comply with the Program rules, Compensation Plan or Policies and Procedures of It Works! may result in disqualification at the sole discretion of It Works!. It Works!, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of this Program or to be acting in violation of these Official Rules. Any attempt by any person to deliberately undermine the legitimate operation of this Program may be a violation of criminal and civil law, and, should such an attempt be made, It Works! reserves the right to seek damages from any such person to the fullest extent permitted by law. It Works!' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
15. It Works! is not responsible and shall not be held liable for: (1) any incorrect or inaccurate information, whether caused by entrant or It Works!, printing or typographical errors or by any of the equipment or programming associated with or utilized in the Program; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, facsimile lines or network hardware or software; (3) unauthorized human intervention in any part of the Program; (4) technical or human error which may occur in the administration of the Program or the processing of entries including data processing errors; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Program or receipt or use or misuse of any prize. It Works! is not responsible and shall not be held liable for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. It Works! is not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Program.

16. General Terms:

- a. All decisions of It Works! are final and binding on all participants.
- b. Program rewards are non-transferable.

c. All decisions made by It Works! management with regard to the awarding of the Program rewards and the interpretation of these rules are final. All persons participating in this Program shall be deemed to have read and understood these rules.

d. It Works! may change or modify these Rules or terminate this Program at any time without prior notice.