

**LaYogurt and Acme Markets**  
**LA FITNESS "WIN A YEAR'S MEMBERSHIP" SWEEPSTAKES**  
**11/26/04-12/30/04**

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**OFFICIAL SWEEPSTAKES RULES**

**PRIZE:**

- **(3) GRAND PRIZES:** Winners get a complete individual membership to any Eastern Pennsylvania or New Jersey LA Fitness® Sports Club. Package includes: initiation fee, monthly dues for 12 months, conference to discuss your goals, fitness evaluation, customized fitness program and 1 hour appointment with a registered dietician to discuss diet. (value per membership: \$400.00)

**GIFT WITH PURCHASE:**

- **ONE MONTH SINGLE CLUB MEMBERSHIP:** Everyone who purchases 10 containers of La Yogurt on one visit to Acme during the promotional period of 11/26/04 to 12/30/04, is eligible to receive a free 30-day trial membership to an Eastern Pennsylvania or New Jersey LA Fitness® Sports Club. Limit one 30-day trial membership per person. To redeem, take your original Acme register receipt showing proof of purchase to activate your 30-day guest pass to LA Fitness® Sports Club  
**Restrictions:** Receipt becomes property of LA Fitness® and will not be returned. Only one 30-day LA Fitness® single club membership per person. Not valid for current LA Fitness® members. LA Fitness® not responsible for receipts lost prior to redemption of membership. To qualify as a guest you must be a legal US resident 18 years of age or older. Only actual purchaser of the qualifying products may participate in this rebate program. Requests from groups organizations will not be honored. Void where prohibited or restricted by law. Rebate is nontransferable and cannot be redeemed for cash. Facility amenities may vary. Certain amenities require additional fees. LA Fitness® is not affiliated with either Acme Markets or Johanna Foods.
1. No purchase necessary to enter.
  2. **How to enter:** The use of a registered Acme Super Card upon checkout consists of an entry. Consumers will be registered to win each time they purchase (10) ten, 6oz. cups, any LaYogurt and use their ACME SUPER CARD during the promotional period of 11/26/04 through 12/30/04. All electronic entries must be received by 11:59pm on 12/30/04. Consumers may also register to win by mail by writing their name, complete address and area code and daytime phone number on a 3" x 5" card and mail-in a stamped envelope to: LaYogurt /LA Fitness® "Win a Year's Membership" Sweepstakes, c/o B-101 FM, 10 Presidential Blvd., Bala Cynwyd, PA 19004. All mail-in entries must be postmarked by 12/30/04 and be received 1/4/05, to be eligible to win a prize. All entries received after these dates are void and ineligible for prizes. Limit one mail-in entry per outer stamped envelope per day. Mail-in envelopes larger than a #10 envelope will be automatically disqualified. No photocopied or mechanically reproduced entries will be accepted; incomplete or illegible entries are not eligible. Winner will be randomly selected and awarded by certified mail on or about 1/14/05.
  3. The odds of winning depend on the total number of eligible entries received.
  4. This prize is non-transferable.
  5. Representatives of Acme Markets, LaYogurt and B-101, whose decisions are final, will conduct drawing. The odds of winning are dependent upon the total number of eligible electronic and mail-in entries combined. The electronic entries will be combined with the mail in entries to build a pool of potential winners. For example, if 50 mail-in entries are received, 50 entries will be fed into the electronic entries to build the drawing pool.
  6. There will be no prize substitutions or cash awarded in lieu of prizes other than that described in the contest rules. Prize may be forfeited if the notification is mailed to the address listed on entry form and returned as undeliverable mail without a forwarding address, or if winner is unable to be contacted by the telephone number provided on the entry form. No alternative winner will be selected. Winners will be solely responsible for any and all insurance and applicable federal, state, and local taxes and gratuities.
  7. Winner will be required to sign and return an Affidavit of Eligibility and Release of Liability within 10 days of notification.
  8. Sponsors are not responsible for winner limitations that prevent acceptance or use of any prize.
  9. Sponsors are not responsible for entries that may be lost, delayed or misdirected, damaged, illegible, incorrect, or for printing errors in the entry forms, signage or rules. Electronic entries that are incomplete, incorrect, and illegible and/or deemed not eligible will be automatically disqualified. Sponsors are not responsible for incorrect store card data, along with any and all electronic, network, computer or other technical malfunctions that may occur upon collection, processing and transmission of data nor for any type of graphical or other error in the printing of the offer or in administration of the sweepstakes.
  10. This offer is open to United States residents' eighteen (18) years of age or older. This offer is not open to employees and their immediate families of Acme Markets, LaYogurt, LA Fitness®, WBEB-FM, their affiliates, subsidiaries, advertising, promotion and judging agencies. Offer void where prohibited, and subject to all federal, state and local laws and regulations. Sponsors are not responsible for printing, production or distribution errors and may rescind, cancel or revoke this sweepstakes based upon any such error without liability at our sole discretion.
  11. All entries become the property of the sponsors. Sponsor reserves the right, at its sole discretion, to cancel the registered store card discount card entry method of the sweepstakes if it becomes technically corrupted and select winner by random drawing from among all eligible mail-in entries received.
  12. Winners agree that all participating Acme Markets, LaYogurt, WBEB-FM, their affiliates, subsidiaries, advertising and promotion agencies and employees shall have no liability in connection with acceptance or use of the prizes offered. By accepting this prize, winner agrees to hold harmless sweepstakes sponsors and their agencies for any injuries, damages or losses that may be sustained in connection with the ownership, use or misuse of any prize. Acceptance of any prize shall constitute and signify the winner's agreement and consent that sponsors may use the winner's name, address, likeness, and/or prize information for promotional purposes without further payment or consideration.
  13. Sponsors' reserve the right to cancel this sweepstakes at any time without further obligation or liability.
  14. Sponsors' shall be excused from it's obligation to run the sweepstakes if its performance is delayed or prevented due to causes beyond its control, including, but not limited to acts of God, war, and/or any acts of governmental authority.

15. For winner's name, send a self-addressed, stamped envelope to: "LaYogurt Sweepstakes - Winners' List", c/o B101, 10 Presidential Blvd., Bala Cynwyd, PA 19004. Requests must be received by 1/30/05. Allow 4-6 weeks for delivery.