

The “Save the Rhino” Sweepstakes – Official Rules

MATRIX INITIATIVES, INC. / ZICAM LLC

The following Sweepstakes is intended for play in the United States only, and shall only be construed and evaluated according to U.S. law. Do not enter this Sweepstakes if you are not located in the U.S. at the time of entry.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. The “Save the Rhino. Not the Rhinovirus” Sweepstakes (“Sweepstakes”) begins 12:00 PM Eastern Daylight Time (“EDT”), Tuesday, September 23, 2008, and ends 12:00 PM EDT, Tuesday, March 31, 2009 (the “Promotion Period”). Sweepstakes is sponsored by Zicam LLC, 8515, E. Anderson Drive, AZ 85255 (the “Sponsor”)

ELIGIBILITY

Sweepstakes is open to all legal residents of the United States and District of Columbia, 18 years of age or older, as of “Sweepstakes Start Date.” Employees, officers and directors of Sponsor, their affiliates, subsidiaries, agents, advertising and promotion agencies, (collectively including Sponsor, “Sweepstakes Entities”) their immediate family members (parents, children, siblings, spouses) and persons living in the same household (whether related or not), are not eligible to participate in the Sweepstakes. All federal, state and local laws and regulations apply. Void where prohibited.

TWO WAYS TO ENTER

1.) Complete the on-line survey at www.zicam.com/savetherhino/entry. Complete all information requested in the information fields. When all survey questions are completed, click on the area marked “Enter Sweepstakes” (once submitted, entry cannot be deleted, canceled or modified). Entries must originate through www.zicam.com/savetherhino/entry to be eligible. Limit of one entry per email address. Enter using only an email address subscribed and registered in your name. In the event of a dispute as to entries submitted by multiple individuals using the same email account, subscriber is deemed to be the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization, which is responsible for assigning email addresses or the domain associated with the submitted email address.

2.) Alternate Method of Entry: To enter by mail, without purchase or obligation, you may also enter by hand printing on a 3”x 5” card, your Name, Address, City, State, Zip code, Age, Phone Number, E-mail address, and mail the 3” x 5” card in a hand addressed, first class stamped envelope to: Zicam “Save the Rhino” Sweepstakes, 90 Rockwood Place, Rochester, NY, 14610. All entries must be postmarked by March 25, 2009 and received by March 31, 2009. Limit of one entry per outer mailing envelope. Sponsors are not responsible for lost, late, incomplete, illegible, stolen, misdirected, delayed or destroyed entries. Incomplete information may result in disqualification of entry. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. No mechanical reproductions or facsimiles of entries allowed. All entries become the exclusive property of Sponsor and will not be acknowledged or returned.

INTERNET LIMITATIONS OF LIABILITY

If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the prizes using all non-suspect eligible entries received as of or after (if applicable) this termination or suspension date. Sweepstakes Entities assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sweepstakes Entities are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

GRAND PRIZE

One (1) Grand Prize winner will be awarded the following:

- African Safari trip for two (2) people. Approximate Retail Value ("ARV") \$8,000 per person, Total ARV \$16,000.
- Canon Vixia HF10 Camcorder, ARV \$1,000.
- In Addition: A Chance to Win \$25,000 Cash Prize. The Grand Prize winner will receive the African Safari trip as well as participate in an envelope game for a chance to win \$25,000 US Dollars.

GRAND PRIZE DESCRIPTION W/TERMS AND CONDITIONS

African Safari Trip: The highlights of the eleven (11) day, ten (10) night trip include seven and half days in Safari country. The trip begins in Nairobi and you will spend the first night at the beautiful Nairobi Serena Hotel, then three (3) days in Lewa Downs' Wild Life sanctuary to view by Land Rover the Rhinoceros country and the conservation work being conducted through Jack Hanna's conservation program. You will then be flown to Maasai Mara Game Reserve, where Out of Africa was filmed. In both safari locations you will be provided food and beverage, entertainment and activities that include the most up to date and luxurious accommodations. Full itinerary is available to view at www.zicam.com/savetherhino/itinerary. Grand Prize consists of round-trip, coach-class air transportation for two from the closest major airport to the winner's home address (determined by Sponsor in its sole discretion). All airfare to/from United States to/from Africa and within Africa is included in the trip. Winner and travel companion must have valid passports, subject to

current U.S., Europe and African Customs requirements. Other port of entry and/or customs requirements/fees may apply and it is the responsibility of the Grand Prize winner and winner's companion to satisfy any such requirements, as necessary. Winner's travel companion will be required to sign and return the Liability/Publicity Travel Companion Release not less than thirty (30) days before departure date or will not be permitted to accompany winner on trip. Travel companion must be at least 18 years of age, or otherwise the age of majority in their state of residence, on the date of departure. If the travel companion is a minor, the parent or legal guardian must sign and return the required liability/publicity release (see requirement below) and Winner must be the minor's parent or legal guardian. Winner will receive a travel voucher from a third party travel agency to book the travel arrangements. There are no booking fees. Winner and travel companion must book and travel on same itinerary. Sponsor will not replace any lost, mutilated, or stolen travel vouchers or certificates. All other expenses associated with this trip are the responsibility of the winner to pay, including ground transportation to and from a US airport, U.S. and foreign taxes/fees, in-room services, tips, telephone, room taxes, additional meals, beverages and/or overnight accommodations (in Europe only), costs of winner and/or travel companion obtaining a passport and any other costs not specifically set forth herein, which are incurred in claiming or using the prize. The Sponsor reserves the right at its sole discretion to substitute any prize package with another prize of equal or greater value in the event that the prize (or any component thereof) is not available. The trip must be completed by March 31, 2010 or prize will be forfeited. Prize is subject to promotional availability. Prize suppliers will make every effort to confirm reservations as requested, however, travel and accommodations are subject to capacity controls, availability, blackout dates and other restrictions, all of which are subject to change and may not be in Sponsor's control. Approximate Retail Value ("ARV") is \$8,000 per person. (The actual value may vary based on airfare fluctuations and distance between departure and destination.) Canon Vixia HF10 Camcorder Prize: Grand Prize winner is to receive a Camcorder and requested to record their Safari experiences. Upon returning from the trip, winner is also requested to provide a copy of the tape to the Sponsor. Sponsor may edit, adapt, copyright, publish, produce, market, and use the submitted video in whole or in part for any purpose and in any media without attribution, compensation or royalties. In Addition - A Chance to Win \$25,000 Cash Envelope Game: The Grand Prize winner will receive the African Safari trip, the Camcorder and a chance to win \$25,000 US Dollars. At the Grand Prize winner's airport of departure, the winner will participate in a chance-based game to determine if he/she will win the \$25,000 Cash. The Grand Prize winner will be invited to select and remove two (2) envelopes from fifteen (15) sealed envelopes mounted to a board. Two of these 15 envelopes contain a certificate for the \$25,000. In order to win, both winning envelopes must be selected. The winning envelope will be revealed if not selected by the winner. If both envelopes are selected, the winner will receive a check for \$25,000. The odds of winning the \$25,000 are 1 in 105 for the Grand Prize winner. Only the listed prize will be awarded. The Grand Prize winner of the African Safari trip, the Camcorder and if won, the Twenty Five Thousand Cash is solely responsible for all applicable federal, state, and local taxes associated with the receipt of the prize.

DRAWING AND NOTIFICATION

The Grand Prize Winner will be selected in random drawing from among all eligible entries received, on or about April 14, 2009, by an independent judging organization whose decisions are final on all matters relating to this Sweepstakes. Winner will be notified by email, mail and/or phone, and Grand Prize Winner will be required to complete and execute the Affidavit of Eligibility/Compliance/Liability Release, and, where lawful, a Publicity Release, to be returned within fourteen (14) days of the date notice is sent. The Grand Prize including the cash prize component will be awarded once the winner has met the selection and chance-based game requirements. If the Grand Prize is returned as undeliverable or otherwise not claimed within fourteen (14) days after delivery of notification, it will be forfeited and awarded to an alternate winner.

Prizes cannot be substituted, except as provided herein.

PRIZE CONDITIONS

Grand Prize winner is solely responsible for all applicable federal, state, and local taxes associated with the receipt of any prize.

GENERAL

By submitting an entry, you are authorizing Sponsor to send you one (1) email as entered on entry form, about its products and services. You may opt out of receiving future e-mails from Sponsor by clicking on the link contained in the initial e-mail. You will remain eligible for this Promotion whether or not you opt out of receiving promotional e-mails from Sponsor. By accepting a Prize, where permitted by law, Winner grants to the Sponsor, its respective parents, subsidiaries and related companies, and those acting pursuant to the authority of Sponsor (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the Winner's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL SPONSOR, ITS RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, DEALERS, DISTRIBUTORS, SUPPLIERS, PRIZE PROVIDER AND THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES. By participating, entrants release and agree to hold harmless the Sponsor, its respective parents, affiliates, subsidiaries, advertising and promotion agencies, dealers, distributors, suppliers, Prize provider and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize. Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any technical or human error, which may occur in the processing of the Sweepstakes entries. Any personally identifiable information collected during an entrant's participation in this promotion will be collected by Sponsor and used by, its respective parents, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes and for marketing purposes as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at <http://www.zicam.com/privacypolicy>. This Sweepstakes is subject to all applicable federal, state and local laws and regulations. The interpretation of these Official Rules shall be governed by the laws of the State of Arizona. Any and all disputes will be individually resolved, without resort to class action, in the appropriate courts in the State of Arizona exclusively, and subject to the laws of the State of Arizona. Should there be a conflict between the laws of the State of Arizona and any other laws, the conflict will be resolved in favor of the laws of the State of Arizona. All federal, state and local laws and regulations apply. Winner acknowledges that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize.

USE OF DATA

Sponsor will be collecting personal data about entrants online, and email addresses from requested questionnaire in accordance with its Privacy Policy. Please review the Sponsor's Privacy Policy at the following link: <http://www.zicam.com/privacypolicy>. By participating in the Sweepstakes and providing your email address, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

WINNER LIST

For the name of the Prize Winner, send a self-addressed, stamped business-size (#10) envelope to: Alliance/"Save the Rhino" Winners List, 106 Elm St. Stonington, CT 06378. Winner's name will be sent after selection of Winner.

SPONSOR: Zicam LLC, 8515 E. Anderson Drive, Scottsdale, AZ 85255