

**#FitWithOmron and Bob Greene**  
**Official Rules**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**#FitWithOmron and Bob Greene (the “Promotion”) starts on September 14th, 2011 at 9:00 PM Eastern Time (“ET”) and ends on September 14th, 2011 at 10:00 PM ET (“Promotion Period”).**

**ELIGIBILITY:** Promotion is open to legal residents of the fifty (50) United States and the District of Columbia, who are at least 13 years of age. Eligible minors must obtain the permission of their parents or legal guardians prior to participating. Employees of the Omron Healthcare Inc. (“Sponsor”), Bob Greene, Twitter, Weber Shandwick, and their respective parents, subsidiaries, affiliates, promotion and advertising agencies and members of their immediate family (spouse, parent, sibling or child and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, whether or not related, are not eligible to enter or win. Void where prohibited by law. Promotion is subject to all applicable federal, state and local laws. This Promotion is in no way sponsored, endorsed, or administered by, or in association with Twitter.

**HOW TO ENTER:** During the Promotion Period, become a follower of both @OmronFitness and @BestLifeDiet on Twitter (Twitter.com/OmronFitness and Twitter.com/BestLifeDiet) where Bob Greene (from the @BestLifeDiet Twitter handle) will send questions in the form of tweets to the Twitter community on behalf of Sponsor asking them to “tweet” answers via Twitter for the opportunity to win prizes. Then, you may respond to a tweet from @BestLifeDiet **or** @OmronFitness by including the hashtag #FitWithOmron with your answer to enter (each correct answer is an “entry”) All entries must be received by 10:00 PM ET on September 14, 2011 to be eligible. If you choose to tweet using your mobile phone, standard text messaging and data fees for text messages sent and received may apply. See your wireless provider for pricing plan details. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void. Entrants must follow both @OmronFitness and @BestLifeDiet in order to be considered. Limit one (1) entry per person and per Twitter username for the duration of the Promotion Period. Multiple entries received from any person or Twitter handle in excess of the stated limitation will be void. A Twitter account is required to enter and may be opened for free at <http://twitter.com>. All entries become the sole property of the Sponsor and will not be returned. Sponsor’s database clock will be the official timekeeper for this Promotion.

**WINNER DETERMINATION:** The first person to tweet the correct answer to a posted question will be deemed the potential winner for that question, subject to verification of eligibility and compliance with these Official Rules. Persons participating will only be eligible to win one time during the Promotion Period. Sponsor reserves the right not to award a prize for any question if, in its sole discretion, it does not receive a correct answer from any eligible entrants for that question.

**WINNER NOTIFICATION:** Judges’ and Sponsor’s decisions are final and binding on all matters relating to this Promotion. The judges and Sponsor will monitor tweets to @BestLifeDiet and @OmronFitness on Twitter and notify the potential winner for the applicable questions via direct message. The potential winners then must direct message @OmronFitness their full name,

date of birth, complete mailing address and e-mail address within a time period specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to such winner. Potential winners may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within thirty (30) days of date of issuance. If such documents are not returned within the specified time period, Sponsor is unable to contact a potential winner within a reasonable time period, prize or prize notification is returned as undeliverable, or a potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, the runner-up for that question will be notified. If any potential winner is an eligible minor in his/her jurisdiction of residence, prize may be awarded in the name of his/her parent or legal guardian, and such parent or legal guardian will be required to fulfill all requirements imposed on winners set forth herein.

**PRIZES (9) (ONE (1) PER QUESTION) :** Ten (10) prize winners will each receive one (1) autographed copy of Bob Greene's latest book, "20 Years Younger", and one (1) HJ-112 Omron Pedometer. Approximate Retail Value ("ARV") of each prize set: \$77.98.

**General Prize Conditions:** Total ARV of all prizes: \$779.80. All prize details are at the sole discretion of the Sponsor. All prizes are awarded "as is" with no warranty or guarantee, either express or implied. No substitution, transfer, or cash equivalent of prize is permitted, except by Sponsor, which reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole discretion. Actual value of autographed book is subject to market fluctuations. Any and all federal, state and local taxes on the prizes, and any other costs, fees, and expenses not explicitly stated herein as being awarded, are the sole responsibility of the winners.

**GENERAL CONDITIONS:** By participating, each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final in all respects relating to this Promotion; (b) to release, discharge and hold harmless Sponsor, Omron Healthcare Inc., Twitter, Bob Greene, Weber Shandwick, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Promotion or the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, address (city and state), voice, performance, photograph/video, image and/or other likeness for programming, advertising, publicity, trade and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

In the event of a dispute regarding entries and/or tweets received from multiple users having the same Twitter account, the "authorized subscriber" of the Twitter account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the Twitter account by Twitter. Released Parties not responsible for misdirected or undeliverable Twitter updates ("tweets") or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for late, lost, damaged, misdirected, incomplete, undeliverable, destroyed, garbled or stolen

entries, questions or tweets; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether typographical, human mechanical, electronic, computer, network, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the posting of questions, the processing of entries and/or tweets, the announcement of the prize or in any Promotion-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the website. Sponsor may disqualify anyone from participating in the Promotion or winning a prize (and void all associated entries/tweets) if, in its sole discretion, it determines that such person is attempting to undermine the legitimate operation of the Promotion by cheating, deception or other unfair playing practices, or intending to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right in its sole discretion to cancel or suspend any portion of the Promotion for any reason, including should any cause corrupt the administration, security or proper play of the Promotion and, in the event of termination, to determine the winner(s) for the question(s) at issue from among all eligible non-suspect tweets and/or entries received up to such time for the applicable question(s) using the winner determination procedure outlined above.

**REQUEST FOR WINNERS' NAMES:** For of the names of the winners (available after 9/14/2011) send a self-addressed, stamped, envelope by 10/14/2011 to #FitWithOmron Winners, c/o Weber Shandwick, Matt Kelly, 676 N. St. Clair Ste. 1000, Chicago, IL 60611.

**SPONSOR:** Omron Healthcare, Inc. 1925 W. Field Court, Lake Forest, IL 60045