

OFFICIAL RULES

LifeScience Alley® (1550 Utica Avenue South, Suite 725, St. Louis Park, MN 55416) ("**LSA**") in conjunction with its 2010 Annual Conference ("**Conference**") offers a prize by one of its sponsors to one entrant in a Prize drawing ("**Prize(s)**"). The Conference sponsor, Chopper College (55411-2238), ("**Sponsor**") has donated a custom Chopper College chopper for one lucky winner.

ELIGIBILITY

The Prize(s) drawing is only open to persons, excluding where prohibited by law, who are eighteen (18) years of age or the age of majority in entrant's state or province of residence, whichever is greater, as of the Conference date. THE PRIZE(S) IS/ARE SUBJECT TO ALL FEDERAL, STATE, AND LOCAL LAWS, AND IS VOID WHEREVER PROHIBITED BY LAW. Any directors, officers, and employees of any Sponsor, LSA, their respective distributors, divisions, subsidiaries, affiliates, licensed retailers, advertising, promotion and fulfillment agencies, and any others involved in the creation, production or execution of the Prize drawing and members of their immediate families, (parents, siblings and children of their spouses) or any person residing in their households (whether or not related) are not eligible to win. Entrant agrees that his/her registration in and participation in the Prize drawing constitutes entrant's full and unconditional acceptance of the terms in these Official Rules.

ENTRY - NO PURCHASE NECESSARY TO WIN

All registered Conference participants will find an entry included in their registration packet for the Prize drawing and may deposit the entry in the entry box at the Chopper College exhibit booth. To request an alternative entry, print your full name, complete mailing address printed on a 3x5 card. The entry must be sent by United States mail in a sealed envelope no larger than 9 1/2" x 4 1/4" (a #10 envelope) with correct postage to: LifeScience Alley, Prize Alternative Entry, 1550 Utica Avenue South, Suite 725, St. Louis Park, MN 55416 (WA and VT residents may omit return stamp). Limit one entry per person. LSA must receive requests for alternative entries no later than midnight December 2, 2010, prior to the Prize drawing. Alternative entrants will automatically be added to the entry box and your participation via alternative entry in the Prize drawing constitutes your acknowledgment and agreement that you have read, understood, and agree to the terms of these Official Rules and that you have not paid any consideration (including, but not limited to, any amount paid for the purchase of a computer or for internet access) for the purpose of participating in the Prize drawing.

PRIZE(S) REQUIREMENTS

Must be Present to Win. The Recipient of the Prize will be selected from those entries in the entry box kept at the Chopper College trade booth. The Recipient must be present at the final reception when the drawing will be held to win.

Agreement To Official Rules And Decisions. By participating in the Prize drawing, each entrant, on behalf of them self fully and unconditionally agrees to be bound by and accepts these Official Rules and the decisions of LSA (including, without limitation, decisions regarding eligibility of entries, the selection of entrants and the winner(s), and the awarding of Prize(s)), which are final and binding in all respects. Prior to acceptance of the Prize(s), the winning recipient ("**Recipient**") must affirm his/her acceptance of the terms and conditions in these Official Rules and complete in writing an Affidavit/Release whereby Recipient assumes responsibility for any taxes or licensing requirements associated with the Prize(s), as well as costs for delivery and/or shipping.

Recipient's Affidavit/Release. By entering, each entrant forever and irrevocably releases and holds harmless LifeScience Alley®, and any of its Sponsor(s), their affiliates, subsidiaries, advertising and promotional agencies, and any entity involved in the development, production, implementation, administration or fulfillment of the Prize(s) (all the foregoing, together with LSA and its Sponsor(s), collectively referred to as "**Prize Entities**"), and the respective directors, officers, employees and agents of each, from and against all claims, damages, causes of action or liabilities of any kind whatsoever (however named or described) for injuries, loss of damage to person(s), including death, and property, or rights of publicity or privacy, defamation, or portrayal in a false light arising in whole or in part, directly or indirectly, from entrant's participation and/or entry in the Prize drawing and/or entrant's acceptance, possession, use/misuse of any Prize(s), and or participation in any Prize drawing related activity. By participating in the Prize drawing, entrants agree to be bound by these Official Rules and to the decision of the LSA and its agents, whose decisions regarding all aspects of the Prize drawing shall be final and binding.

Publicity. Except where prohibited by law, participation in the Prize drawing constitutes Recipient's consent to LSA's and Sponsor's (and their respective designees', successors' and assigns') use of Recipient's name, biography, likeness, voice, age, photographs, video, opinions, statements, hometown, state and country for promotional purposes in any manner or media (including, without limitation, online), worldwide, in perpetuity, and without further payment, consideration, notice, review or consent.

DRAWING; ODDS; NOTIFICATION.

During the final reception of the Conference, LSA will randomly select one (1) Recipient from among all eligible entries in the entry box. Odds of winning Prize(s) depend on the number of eligible entries received by LSA as of Prize drawing date. The entrants selected must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The Recipient will be required to execute and return to LSA a notarized affidavit of eligibility and a release of liability publicity (except where prohibited by law) (an "**Affidavit/Release**") in the form(s) provided by LSA in order to claim his/her Prize(s). The Affidavit/Release must be returned to LSA by the date and/or time indicated within the Affidavit/Release. If the Recipient fails to return the Affidavit/Release within the specified time, or if any Prize(s) is/are returned as undeliverable, or if the Recipient is found to be ineligible, or if the Recipient does not comply with the Official Rules, then the Recipient may be disqualified and an alternate winner may be selected by LSA in his/her place at random from among all eligible non-winning entries received by LSA for the Prize drawing as time permits. In such event, an alternate Recipient will be notified as described above and will be required to return the required documents to LSA as described above; provided, however, LSA may alter the above timing to meet its Prize drawing schedule. In the event that the Recipient fails to arrange for or accept delivery or elects not to accept delivery of the Prize within ten (10) days of the Prize drawing date, LSA may in its sole discretion award or donate the Prize to any other person or entity.

PRIZE(S)

The Prize is a custom Chopper College green technologies chopper motorcycle with an approximate retail value of \$30,000. The estimated delivery charge for a location within the Twin Cities metro area is \$250. This Prize drawing notice is attached hereto and incorporated herein by reference. Prize(s) is/are NOT subject to change, however, LSA or its Sponsor(s) reserve the right to substitute a prize of equal or greater value if the Prize(s) cannot be awarded for any reason. The Prize(s) is/are not transferable. The Recipient is solely responsible for any and all costs, fees, taxes and expenses associated with Prize award, receipt and use, including, without limitation, all federal, state and local taxes on the Prize. If applicable, the Recipient will be issued an IRS Form 1099 for the retail value of the Prize(s). Recipient agrees to furnish a valid tax identification number in advance of receipt of the Prize(s). Recipient also agrees to assume all delivery and/or shipping charges related to the receipt of the Prize(s).

DISPUTES; LIMITATIONS OF LIABILITY

Entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Prize drawing, or any Prize(s) awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in a federal or state court located in Minneapolis or St. Paul, Minnesota; entrant submits to sole and exclusive personal jurisdiction to said courts in the State of Minnesota for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Prize drawing but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. IN NO EVENT WILL LSA OR ITS SPONSORS BE LIABLE TO ANY PARTY FOR ANY DIRECT, INDIRECT, SPECIAL OR OTHER CONSEQUENTIAL DAMAGES FOR ANY USE OF THE PRIZE(S), EVEN IF EXPRESSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO ENTRANT. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant, LSA or Sponsor in connection with the Prize drawing shall be governed by, and construed in accordance with, the laws of the State of Minnesota, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Minnesota, the United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Minnesota.