

**23andMe's ASHG 2012 Giveaway**  
**Official Rules**

**1. NO PURCHASE OR PAYMENT NECESSARY TO BE AWARDED A PRIZE. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF GETTING A PRIZE.**

2. Sponsor and Event: 23andMe, Inc. ("23andMe") is sponsoring a one-time event on November 7-9, 2012 at the American Society of Human Genetics Annual Meeting in San Francisco, CA (the "Event").

3. Eligibility: 18 years and older. Legal residents of the United States only. No employees or agents of 23andMe, or their family members, may participate. Participation in the Giveaway constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules ("Official Rules").

4. Prizes and Odds: Six (6) 23andMe Personal Genome Services (approximately \$1794 value) will be awarded at the Event (the "Prizes"). The odds of receiving the Prizes will depend on the number of eligible participants.

5. When Prizes Will Be Awarded: Two Prizes will be awarded during each of the three afternoon exhibit hall sessions during the Event.

6. How to Participate: Provide a business card or otherwise provide your contact information to Event Officials or drop it into the 23andMe prize box.

7. How Prizes Will be Awarded: During the Event, eligible participants may provide their business card into the 23andMe prize box or otherwise provide their contact information to Event Officials for submission into the prize box. During each of the six exhibit hall sessions at the Event, Event officials will randomly award a Prize to a different attendee by selecting such attendee's entry from the 23andMe prize box. Winners may also be required to sign and return an affidavit of eligibility and publicity/liability release. If a selected Winner cannot be contacted, is ineligible, fails to claim a prize within 14 days following the Event and/or where applicable an affidavit of eligibility and publicity/liability release is not timely received, is incomplete or modified, the prize may be forfeited and an alternate Winner will be selected from remaining valid, eligible entries timely submitted.

8. Limitation of Liability: BY PARTICIPATING AND WINNING A PRIZE, WINNER RELEASES 23ANDME, ITS AFFILIATES, SUBSIDIARIES, DIRECTORS, OFFICERS, EMPLOYEES, AND AGENTS (THE "RELEASED ENTITIES"), FROM ANY AND ALL LIABILITY WITH RESPECT TO THIS PROMOTION OR THE USE OF ANY PRIZE, INCLUDING WITHOUT LIMITATION (I) ANY CONDITION CAUSED BY EVENTS BEYOND 23ANDME'S CONTROL THAT MAY CAUSE THE PROMOTION TO BE DISRUPTED OR CORRUPTED; (II) ANY INJURIES, LOSSES, OR DAMAGES (COMPENSATORY, DIRECT, INCIDENTAL, CONSEQUENTIAL OR OTHERWISE) OF ANY KIND ARISING IN CONNECTION WITH OR AS A RESULT OF THE PRIZE, OR ACCEPTANCE, POSSESSION, OR USE OF THE PRIZE, OR FROM YOUR PARTICIPATION IN THE PROMOTION OR ANY ASPECT OF THE EVENT; AND (III) ANY PRINTING OR TYPOGRAPHICAL ERRORS IN ANY MATERIALS ASSOCIATED WITH THE PROMOTION. IN NO EVENT SHALL THE RELEASED ENTITIES' TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES, OR CAUSES OF ACTION EXCEED \$100. WITHOUT LIMITING THE FOREGOING, THIS EVENT AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

9. Decisions Final: 23andMe's decisions in all respects relative to the promotion are final. 23andMe reserves the right to cancel, modify or suspend the promotion in the event of fraud, technical or other difficulties or if the integrity of the promotion is compromised, without liability to the entrant.

10. Additional Conditions: Except where prohibited, by accepting any Prize, each Winner consents to the use of his/her name, photo and/or likeness, biographical information, and statements attributed to Winner (if true) for advertising and promotional purposes without additional compensation.

11. Winner's List or Official Rules: For a list of Prize winners or a copy of these Official Rules, send your request and a stamped, self-addressed envelope to **23andMe ASHG 2012 Giveaway**, 23andMe, Inc., 1390 Shorebird Way, Mountain View, CA 94043 or (for winner's list only) send an email message to [promotions@23andme.com](mailto:promotions@23andme.com) with "Winner's list for ASHG 2012 Giveaway" as the email subject and the date of the promotion in the body of the e-mail.