

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. THIS GIVEAWAY IS VOID WHERE PROHIBITED BY LAW.

1. HOW TO ENTER: Driven Entities, LLC (“Sponsor”), host of the event My First (“Event”), will randomly select one (1) person who signed up for the mailing list between the dates of June 21, 2011 to July 1, 2011. In the event the person selected cannot attend the Event, the Sponsor will randomly draw names from the list of entrants and pick another name. For a chance to win one (1) bottle of Moët Rose, you must submit your entry by 11:00 a.m. ET on 7/1/11. The Sponsor will randomly select the names of one (1) winner by the noon of the day 7/1/11. The winner will be notified via e-mail. If you are selected and meet the eligibility requirements set forth herein, the Prize will be delivered to the name upon entry to Select Lounge (Club).

2. ELIGIBILITY: Only one entry per a valid email address. Entrants must be twenty-one (21) years of age or older and be a legal resident of one (1) of the forty-nine (49) United States or the District of Columbia (“DC”). Giveaway is not open to any individual if they or their parent, or sibling, or any member of their household is an employee, officer or director of Driven Entities, LLC, Select Lounge or any of their respective agencies, affiliates, parent companies or subsidiaries (collectively the “Sponsor Parties”). The Sponsor reserves the right to require proof of eligibility and to conduct a background check on entrants, if applicable.

Entries that are incomplete, illegible, fraudulent or corrupted are void and will not be accepted.

3. PRIVACY: By entering, each entrant agrees to the Privacy Policy and the rules stated herein. Collection, use, and disclosure of personal information by Sponsors are for this giveaway and the weekly newsletter only. Sponsors use reasonable commercial efforts to comply with Federal CAN-SPAM law and entrants may subsequently opt-out of receiving further emails by following opt-out instructions contained in the bottom of the email you will receive. Entrants’ personal information will not be provided to any third parties, other than as provided for in the Official rules or in accordance with Sponsor’s respective privacy policies.

4. WINNERS/PRIZE: Unless expressly indicated on the Web Site, one (1) Prize will be awarded for one (1) winner. Approximate retail value (“ARV”) of the Prize will be one hundred and fifty dollars (\$150), but in no event shall such Prize be valued equal to or more than five thousand U.S. Dollars. Winners are not entitled to exchange or transfer prizes or to obtain cash or other substitutes, but Sponsor Parties, in their sole discretion, may substitute prizes of equivalent or greater value. Sponsor may require winner(s) to sign an affidavit of eligibility and liability/publicity release (as more fully discussed below). All

expenses not specified herein, including, without limitation, all federal, state and local taxes, are each winner's sole responsibility.**5. LIST OF WINNERS:** To obtain a winner's list for a specific Giveaway, please send an email to admin@wearegoodfellaz.com

6. DISCLAIMER/OTHER REQUIREMENTS: Except where prohibited by law, entry into the Giveaway constitutes entrant's agreement to be bound by these official rules and the decisions of Sponsor and consent for Sponsor Parties to use and/or publish entrant's name, voice, picture, likeness and biographical data and/or any other information contained in the entry in advertising, promotional and marketing materials without additional compensation, which may require, without limitation, disclosure of such information in print, television, radio, cable and/or Internet broadcast. In addition, by entering, all entrants, except where prohibited by law, consent to being photographed, filmed, taped and/or interviewed about the Giveaway. In connection therewith, all entrants grant full permission and consent to Sponsor and the Sponsor Affiliates to utilize any of the results of such photographing, filming, taping and/or interviewing in any and all media now known or hereafter devised and hereby release Sponsor and the Sponsor Affiliates from all liability related thereto.

7. LIMITATION ON LIABILITY: By participating in the Giveaway, entrants and winners agree to release Sponsor Parties and their respective companies, affiliates, subsidiaries, agents, officers, and directors from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with entry into the Giveaway or the receipt, ownership or use of any Prize or while traveling to and from a location to obtain or use any Prize. Neither Sponsor nor the Sponsor Parties make any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the use of any Prize including, without limitation, quality, merchantability, or fitness for a particular purpose. Neither Sponsor nor the Sponsor Parties are responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by Sponsor or the Sponsor Affiliates, the user or by any of the equipment or programming associated with or utilized in this Giveaway or by any human error which may occur in the processing of the entries in this Giveaway and which may limit a participant's ability to participate in this Giveaway. Sponsor can modify these official rules in any way or at any time, as long as Sponsor gives reasonable notice.

The Giveaway shall be governed by, construed and enforced in accordance with the laws of the State of California. Submission of an entry is acknowledgment of and agreement to be bound by all terms and conditions of these official rules. In the event of a dispute

concerning who submitted an e-mail entry, the entry will be declared to have been made by the authorized account holder of the e-mail address submitted at time of entry. An authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online 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.