

23andMe Win A PMWC Ticket Contest Official Rules

NO ENTRY FEE. NO PURCHASE OR OBLIGATION NECESSARY TO PLAY OR WIN.
VOID WHERE PROHIBITED.

1. Eligibility: The 23andMe Win A PMWC Ticket Community Post Contest (the "**Contest**") is open to legal residents of the U.S., age 18 or older, who have an active e-mail account and Internet access as of the beginning of the Contest period. Employees of 23andMe and its affiliates, subsidiaries, advertising and fulfillment agencies, their immediate family members and persons living in their same household, are not eligible to participate in the Contest. Participation in the Contest constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules ("**Official Rules**").

2. To Enter: To enter, post a comment on the thread titled "**Win Free Admission to the Personalized Medicine World Conference**" in our 23andMe Internal Community Forum about why you should win the ticket. Alternatively, you can enter by emailing your comment to promotions@23andme.com. All entries must be received by 23andMe by December 15th, 2011, to be eligible.

3. Selection of Winners: Entries will be judged by a panel of 23andMe employees and narrowed to a pool of 10 finalists. The winner of the ticket will be selected from the pool of finalists by raffle. The decisions of the judges will be final. Winners will be notified by e-mail.

4. Prizes: The eligible winner will receive one free admission to the 2012 Personalized Medicine World Conference. The nine finalists that did not win the raffle will receive a 23andMe t-shirt. Winners are solely responsible for any and all federal, state, and local taxes that apply to prizes, and must provide appropriate taxpayer identification information to 23andMe for reporting purposes. No cash or other substitution of prizes is permitted, except at the sole option of 23andMe for a prize of equal or greater value. 23andMe will not replace any lost or stolen prizes. Odds of winning depend on the number of eligible entries.

5. Notification of Winners: Winners will be notified by e-mail within five (5) business days of selection, and may be required to sign and return an affidavit of eligibility and publicity/liability release within fourteen (14) days of notification. If a selected Winner cannot be contacted, is ineligible, fails to claim a prize 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. In the event of a dispute regarding who submitted an entry, the entry will be deemed submitted by the authorized account holder of the e-mail account specified in the entry. "**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. No automatically generated entries will be accepted.

6. General Rules: By entering, you agree to be bound by these Official Rules. The Contest is offered by 23andMe, Inc., 1390 Shorebird Way, Mountain View, CA 94043, which is not responsible for late, lost, delayed, damaged, postage-due, incomplete,

illegible, or misdirected entries, responses, or other correspondence, whether by e-mail or postal mail or otherwise, or for theft or destruction or unauthorized access or alterations of entry materials, phone, electrical, network, computer, hardware, software program or transmission malfunctions, failures or difficulties. By participating and winning a prize, Winner releases 23andMe, its affiliates, subsidiaries, directors, officers, employees, and agents, from any and all liability with respect to the Contest or the acceptance, possession or use of any prize, including without limitation (i) any condition caused by events beyond 23andMe's control that may cause the Contest 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 participation in the Contest; and (iii) any printing or typographical errors in any materials associated with the Contest. 23andMe's decisions in all respects relative to the Contest are final. 23andMe reserves the right, in its sole discretion, to cancel, modify or suspend the Contest in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the Contest is compromised, without liability to the entrant. 23andMe reserves the right to disqualify any winner, as determined by 23andMe in its sole discretion. All federal, state, and local regulations apply.

7. Additional Conditions: Except where prohibited, by accepting any prize, Winner consents to the use of his/her name, photo and/or likeness, biographical information, winning entry and statements attributed to winner (if true) for advertising and promotional purposes without additional compensation. All entries become property of 23andMe and none will be acknowledged or returned.

8. Winner's List, 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 The 23andMe Win A PMWC Ticket Contest, 23andMe, Inc., 1390 Shorebird Way, Mountain View, CA 94043 or (for Winner's list only) send an email message to promotions@23andme.com with "PMWC Ticket Winner's list" as the email subject and the applicable month Contest in the body of the e-mail.