



**Get rewarded your way.**

**Grand Prize Drawing of \$1,000**

**Weekly Prize Drawings of up to \$500!**

visit [www.assethealth.com/usbank](http://www.assethealth.com/usbank) to enter

**Grand Prize Drawing**

take the

**Introduction to**

**HealthMatters Course**

anytime during the incentive period  
and be eligible to win

**1 of 3 Grand Prizes**

valued at \$1,000

Get your choice of prize packages  
including:

- free health care premiums
- gym membership
- fitness or sports packages

**Weekly Prize Drawings**

Each week 9 winners will be drawn

1 \$500 Prize

3 \$250 Prizes

5 \$100 Prizes

Choose between exciting,  
healthy prize packages

Take the

**Introduction to HealthMatters Course**

along with the 3 other featured  
Asset Health Courses:

**Fundamentals of My Employee Benefit  
Health Plan**

**My Health Savings Account**

**My Family My Health**

and be eligible for the  
weekly drawings thereafter

**Program runs from September 8, 2010 to October 8, 2010**

Log on to [www.assethealth.com/usbank](http://www.assethealth.com/usbank) to access courses, or launch through the HealthMatters website at [www.usbhealthmatters.com](http://www.usbhealthmatters.com). Username is your EMPLOYEE ID and your password is your HOME ZIP CODE.

# HealthMatters

## Grand Prize

**\$1,000 Value**

**3 winners**

Winners may select one of the prize packages valued at \$1,000 or 2 of the prize packages valued at \$500.

### Free Health Care Premiums



Prize includes \$1,000 credit toward 2011 U.S. Bank health care premiums.

### \$1,000 Gift Card



### \$1000 GlobalFit Credit



Prize includes \$1,000 GlobalFit credit that can be used towards a membership at one of over 10,000 participating fitness centers, purchase of Nurtisystem® weight-loss program products, Virtual Fitness and Nutrition Coaching or Personal Health Coaching.

## Weekly Prizes

**\$100 Value**

**5 weekly winners**

Winners choose one of the following gift cards valued at \$100.



# \$250 Value

# 3 weekly winners

Winners select one of the many prize packages valued at \$250. Not everything is pictured.

## \$250 Gift Card



## Tennis Prize Package



Prize includes a pre-strung, O<sup>3</sup> Hybrid Spectrum Prince Tennis Racquet, a tennis backpack, a 48 pack of Gamma tennis balls with Tennis Hoppette, 10 pack of grip tape, wristbands and a \$50 gift card to Dick's Sporting Goods to pick out shoes or any other accessory you may need.

## Golf Prize Package



Prize includes a carry-all stand bag, a Walter Hagan Bag Caddy, 2 Dozen Titleist NXT golf balls, Taylor-Made Towel, 100 2<sup>3</sup>/<sub>4</sub>" wood tees, 35 3<sup>1</sup>/<sub>4</sub>" plastic tees, practice swing weight and a \$50 Dick's Sporting Goods gift card to go toward a new pair of shoes, glove or apparel.

## Exercise Prize Package



Prize includes a heart rate monitor, \$100 Dick's Sporting Goods gift card, Duffle bag, Resistant Toning Kit (ball, resistant band, mat, weights) and a water bottle.

## Yoga Prize Package



Prize includes Beginners Yoga kit (mat, block, video, band), Weight Loss Yoga Kit, water bottle, \$150 Dick's Sporting Goods gift card for your yoga apparel needs.

## Family Sports Prize Package



Prize includes \$100 Dick's Sporting Goods Gift Card, Ladder Ball Game, Jabulani World Cup Replica Soccer Ball, Badminton Set and a Horseshoe party pack.

## Nintendo Wii Prize Package



Prize includes Nintendo Wii Console and Wii Fit Plus with balance board.

## 16 GB iPod Nano Sport Prize Package



Prize includes 16GB Apple iPod Nano, Nike+ Sport Kit, armband and shoe pouch plus a \$25 iTunes gift card.

# \$500 Value

# 1 weekly winner

Winners may select one of the many prize packages valued at \$500 or 2 of the prize packs valued at \$250. Not everything is pictured.

## \$500 Gift Card



## Tennis Enthusiast Prize Package



Prize includes two (2) pre-strung, O<sup>3</sup> Hybrid Spectrum Prince Tennis Racquets, a multiple racquet backpack, a ball hopper and 48 Gamma tennis balls, pack of 30 grip tape, 2 shock absorbers, wristbands and a \$100 gift card to Dick's Sporting Goods to pick out shoes, tennis apparel or any other accessory you may need.

## Golf Enthusiast Prize Package



Prize includes an Odyssey 2010 White Hot XG Putter, Cleveland CG14 Chrome 56 Degree Wedge, set of iron covers, 2 Dozen Titleist NXT golf balls, Taylor-Made Towel, a Taylor-Made Golf Umbrella, 100 2<sup>3</sup>/<sub>4</sub>" wood tees, 35 3<sup>1</sup>/<sub>4</sub>" plastic tees, practice swing weight, carry-all stand bag, and a \$50 Dick's Sporting Goods gift card to go toward a new pair of shoes, glove or apparel. Winner will specify Right or Left handed clubs.

## Diamondback Bike Prize Package



Prize includes Men's or Women's Diamondback bike. Water bottle and cage, Lock, Kickstand, Livestrong Nike helmet, bike computer, Comfort Bell Gel seat, Bike gloves and a 1 year warranty to include unlimited repairs and tune-ups at Dick's Sporting Goods. Winners will need to specify if Men's or Women's bike and helmet size.

## Nintendo Wii Ultimate Prize Package



Prize includes Nintendo Wii Console, Wii Fit Plus, Balance Board, Aerobic Step enhancement, EA Sport Active game, Training Kit for Wii including leg strap, weights, and resistance band, mat and an extra controller/nunchuck.

## \$500 GlobalFit Credit



Prize includes \$500 GlobalFit credit that can be used towards a membership at one of over 10,000 participating fitness centers, purchase of Nurtisystem® weight-loss program products, Virtual Fitness and Nutrition Coaching or Personal Health Coaching.

# Official Rules

## Eligibility

To be eligible for the **Grand Prize Drawing** employees must log on to Asset Health and complete the Introduction to HealthMatters course before 11:59 P.M. CDT October 7, 2010. The corresponding test will be optional. To complete a course, employees must view each of the 10 screens. A notice of completion appears on the last screen.

To be eligible for the **Weekly Prize Drawing**, employees must log on to Asset Health and complete the Introduction to HealthMatters course along with the 3 other featured courses:

- o Fundamentals of My Employee Benefit Health Plan,
- o My Health Savings Account, and
- o My Family My Health.

To be eligible for any of the four (4) Weekly Prize Drawings an employee must complete all three (3) featured courses as well as the Introduction to HealthMatters course by 11:59 P.M. CDT the day before the drawing is held. The corresponding tests will be optional. Once an employee has taken all four (4) courses, he/she is eligible for every drawing thereafter (unless picked as a winner). Weekly winners are still eligible for the grand prize drawing. Credit will not be given for courses taken prior to the launch of the new Introduction to HealthMatters course, as the courses have all been modified. If you have taken one of the featured courses previously, please review again.

## Timing and Prizes

Incentive will be communicated at the beginning of September. The Incentive Period ends October 8, 2010. **Weekly Prize winners** will be drawn at the end of each week (for 4 weeks). Weekly Prize Drawings will be held: Friday, September 17, 2010, Friday, September 24, 2010, Friday, October 1, 2010, and Friday, October 8, 2010. There will be nine (9) winners drawn each week: 5 weekly winners for \$100 prize value, 3 weekly winners at \$250 prize value and 1 weekly winner at \$500 prize value. Winners will be notified via email and will have their choice of prizes within a certain prize level. Winners will need to submit their prize selection and contact information within 72 hours of winning or another winner will be chosen. Winners should allow 3-4 weeks following the end of the promotion for prizes to be received. In most cases, they will be received much sooner.

**Grand Prize winners** will be drawn at the end of the 4th week, Friday, October 8, 2010. There will be three (3) Grand Prize Winners at a \$1,000 prize value. Winners will be notified via email and will have their choice of prizes within a certain prize level. Winners will need to submit their prize selection and contact information within 72 hours of winning or another winner will be chosen. Winners should allow 3-4 weeks following the end of the promotion for prizes to be received. In most cases, they will be received much sooner. If a winner chooses 'Free Health Care Premiums' the prize will begin at the start of the new plan year, January 1, 2011, and will be split equally among your 24 paychecks in 2011 for a taxable amount of \$41.66 on each paycheck.

Prizes or cash equivalents are treated as taxable income.  
Prizes may vary slightly due to availability.