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BINDING AGREEMENTS. All applicable Purity101 agreements and these Purity101 Terms and Conditions shall be binding upon and inure to the benefit of the parties and each of their respective successors and assigns.

NOTICES. Any notices required to be given by any party to the other shall be in writing and may be effected either by personal delivery in writing or by mail, registered or certified, postage prepaid with return receipt requested. Either party may change its address for purposes of this Agreement by giving the other party written notice of the new address in the manner set forth above.

HEADINGS. The headings used in these Terms and Conditions, or any articles, sections or paragraphs, are inserted only for the purposes of convenient reference and that they may not accurately or adequately describe the contents of the sections or paragraphs which they head. Such headings shall not be deemed to limit, cover or in any way affect the scope, meaning or intent of these Terms and Conditions, or any part of thereof, nor shall they otherwise be given any legal effect.

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SEVERABILITY. Nothing herein contained shall be construed as to require the commission of any act contrary to law, and wherever there is any conflict between any provisions of these Terms and Conditions, and any material statute, law or ordinance contrary to which the parties

have no legal right to contract, the latter shall prevail, but in such event, the provisions of the Terms and Conditions affected shall be curtailed and limited only to the extent necessary to bring it within the legal requirements.

COUNTERPARTS. All Purity101 agreements, including these Terms and Conditions, may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

REMEDIES. In the event any mediation, lawsuit and/or any other action or proceeding is instituted by you against Purity101, your recovery, if any, shall be absolutely limited by the amount of activation and/or subscription fees you pay to Purity101.

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Revision Date: March 1, 2012