

Advanced Food Concepts Inc. Game

Salted Caramel Golden Packet

OFFICIAL RULES

1. NO PURCHASE IS NECESSARY TO ENTER: NO PURCHASE IS NECESSARY TO PLAY OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING. BY PARTICIPATING, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT.

THIS GAME IS VOID WHERE PROHIBITED BY LAW. Game starts January 16, 2014 at 12:00 a.m. PST and ends March 28, 2014 at 11:59:59 p.m. PST. Look for specialty marked (8) or (24) pack boxes of Salted Caramel GU Energy Gel between January 13, 2014 and March 28, 2014, or until the supply exhausts, whichever occurs first. To see if you have won a prize, carefully remove the gel packets from the packaging to see if you have a specially marked golden gel packet. If you find a specially marked golden gel packet you are a winner of one (1) 24 pack box of Salted Caramel GU Energy Gel, subject to verification. You are not a winner of a prize if you do not find a specially marked golden gel packet.

No purchase necessary to participate. For a free game piece and copy of the Official Rules, send a self-addressed stamped envelope (SASE), postmarked by March 14, 2014 and received no later than March 21, 2014, to: GU Energy "Salted Caramel Golden Packet "1609 4th Street Berkeley, CA 94710. Mail-in requests, including both outer envelope and SASE, must be handwritten. Outer envelope must include a return address in the upper left hand corner that matches the requestor's street address. Requests from Vermont ("VT") residents that are postmarked in VT may omit return postage. Requests from VT residents that are postmarked outside of VT and omit return postage may be required to provide proof of VT residency to Sponsor's reasonable satisfaction before requests are fulfilled. Limit one (1) request per outer stamped envelope. No mechanically reproduced or photocopied requests accepted. Limit one free Game Piece request per stamped outer envelope.

To enter you must send the specially marked golden packet or game piece to, GU Energy "Salted Caramel Golden Packet "1609 4th Street Berkeley, CA 94710, before the contest ends to officially enter.

2. PRIZE DESCRIPTIONS/RESTRICTIONS

You are not a winner of a prize if you do not find a specialty marked golden gel packet inside a (8) or (24) pack box of Salted Caramel GU Energy Gel or if your game piece reveals "Sorry, Please Try Again." A total of one thousand thirty (1,030) prizes and one (1) Grand Prize are available as follows.

Trip for two to San Francisco: One (1) Grand Prize winner will receive a trip to San Francisco for two. This winner will receive two (2) flights from your location within the United States to San Francisco, CA and two (2) nights standard double occupancy hotel accommodation determined by Advanced Food Concepts Inc. Also included is a one (1) hour tour of the GU Energy Headquarters in Berkeley, CA and a (1) hour athletic activity with a GU athlete. ARV: \$3,500. Approximate odds of winning prize are 1:15,000 based upon an estimated 15,000 chances of winning.

Twenty-four (24) pack box of Salted Caramel GU Energy Gel: One (1) second prize of a Twenty-four (24) pack box of Salted Caramel GU Energy Gel is available for up to 1,030 official contest winners. MSRP: \$18.00. Approximate odds of winning are 1:15 based upon an estimated 15,000 chances of winning.

All other expenses not specifically mentioned herein such as for transportation to and from events and airports, parking, gratuities, fees, etc. are solely the responsibility of the prize winner and guests. Any difference between the approximate retail value and the actual value will not be awarded and any difference will not be refunded. No insurance is provided as part of the prize, and obtaining any insurance, such as but not limited to travel insurance, health, accident or medical insurance, and property loss or damage insurance is the sole responsibility of the winner and/or winner's guest(s). Travel and other arrangements will be determined by Sponsor. Air travel will be round trip (originate from and end at the same airport) coach class from an airport selected by Sponsor. Reservations must be made and tickets issued prior to travel. Changes to reservations are not permitted. Prize winner and guests must travel together on the same itinerary and are solely responsible for having any required travel-related documents (including valid government issued photo ID and/or any required passport or visa) prior to departure as well as fulfilling any/all travel and security requirements. Sponsor reserves the right in their respective sole discretion to designate all flight/travel particulars and route or routes (as the case may be). Failure to complete the trip portion of the prize (or any portion of the prize) does not relieve the prize winner of their tax obligations associated with winning the trip prize. Flight schedules are subject to change without notice. Sponsor will not be liable for any missed opportunities or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. Prize winners may be required to provide a current valid major credit card at time of hotel check-in to cover incidentals, and any and all costs, fees, and expenses not expressly stated in the prize description. Restrictions and/or blackout dates may apply. Once a guest is determined, that guest cannot be changed without the express consent of Sponsor, which may be withheld for any reason. Each winner (and each guest) agree to maintain their behavior in accordance with all applicable laws and generally accepted social practices in connection with participation in any prize-related activity. Prize winners understand and agree that Sponsor has the right, in their sole discretion, to disqualify and remove a prize winner or any guest from any activity at any time if that winner or guest's behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsor or the Prize Partner, or otherwise violates the policies of the Sponsor. The Prize winner is solely responsible for the behavior of winner's children and guests. If any activity relating to any prize is cancelled or postponed for any reason, the balance of that prize will be awarded in full satisfaction of the prize awarded.

Advanced Food Concepts Inc. contest dates and times are determined in the sole discretion of Advanced Food Concepts Inc. and may be subject to change. GU Energy Gel individual packets may not be resold or offered for resale. Any such resale may result in disqualification and prize forfeiture, and may invalidate the license granted by the game packet.

3. MAILING INSTRUCTIONS TO CLAIM PRIZES: To redeem potentially winning game piece/winning packet, send game piece or packet and return address to: GU Energy "Salted Caramel Golden Packet" 1609 4th Street Berkeley, CA 94710. All claims are subject to verification and authenticity. Potential prize claims must be postmarked by March 21, 2014 and received by March 28, 2014. The Grand Prize winner will be determined through the following

process: Winning participants will be placed into a random selection drawing. The drawing will occur on March 31, 2014. The winner of the drawing will be notified April 1, 2014.

4. ELIGIBILITY: This Game is conducted in the fifty (50) United States. Each participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding with respect to all aspects of the Game in the Territory. You must be a legal resident of the U.S. and 18 years or older to be eligible for this Game. Employees of all participating locations, and each of their respective affiliates, suppliers, distributors and advertising, promotional or judging agencies and the immediate family members of such employees are not eligible to win. Limit one prize per name, address and/or household.

5. GENERAL CONDITIONS: Void wherever prohibited or restricted by law. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes will not be redeemed for cash value. Prize recipients will be responsible for paying all federal, state, and local taxes based upon the value of the prizes set forth in these rules; if applicable, winner may receive an IRS Form 1099 for the retail value of the prize. The submission of potential winning game pieces is the sole responsibility of the participant who assumes all risk of loss, damage, destruction, delay and misdirection of the game piece. Advanced Food Concepts Inc. is not responsible for late, lost, stolen, misdirected, mutilated or postage-due prize claims or requests. All persons, by participating in this promotion and submitting a prize claim, agree to be bound by these Official Rules and the decisions of the judges, which shall be final and binding. You are not a winner of a prize until your potential winning game piece has been timely received and verified by Advanced Food Concepts Inc. and you have complied with these Official Rules. Prizes will be delivered within 2-3 weeks of verification. If you have a winning packet and are not able to meet the redemption date deadline to postmark by March 28, 2014, you can still redeem that potential winning packet be postmarked by February 28, 2014 and received by March 5, 2014. This option is available only in the event, where the Grand Prize tied to the winning packet has expired and potential winner submits their "EMPTY" packet by the March 28, 2014 postmarked date, Advanced Food Concepts Inc. will award winners one (1) Twenty-four (24) pack box of Salted Caramel GU Energy Gel. MSRP: \$18.00.

6. VERIFICATION: All Game Pieces (including packets) submitted for redemption become the property of Advanced Food Concepts Inc. and will not be returned. All Game Pieces are subject to verification at the sole discretion of Advanced Food Concepts Inc. and anti-fraud detection devices may be used to verify winners. Game Pieces and game pieces will be void if they fail to pass anti-fraud detection measures or if found to be photocopied, reproduced, altered, forged, defaced, tampered with, mutilated, stolen, unauthorized or illegible in any way, or if they fail to contain special markings and/or security codes used by Advanced Food Concepts Inc. in this promotion. Game Pieces will also be void if defective or if they contain printing or other mechanical errors or are printed or produced in error. No prizes will be awarded to the holder of any Game Piece which is determined to be void or otherwise ineligible and Advanced Food Concepts Inc. shall have no further obligation or liability in respect thereof except to replace the void Game Piece with another randomly selected piece if appropriate upon request. No more than the stated number of prizes will be awarded, and if there are more prize claims received than the number of prizes offered in any prize category, the total number of prizes listed shall be awarded via a random drawing from among all persons submitting prize claims. Only specially marked Game Pieces distributed by participating retailers during the duration of the game will be accepted. **YOU ARE NOT A WINNER UNTIL YOUR GAME PIECE HAS BEEN RECEIVED AND VERIFIED AS ELIGIBLE BY THE JUDGES ACCORDING TO THE OFFICIAL RULES.**

7.TERMINATION: Promotion ends in-store on the earlier of March 28, 2014 or when the supply of specially marked packs of Salted Caramel GU Energy Gel or specially marked game pieces has been exhausted, whichever occurs first.

8.RELEASES: Prize winners may be required to complete and return an Affidavit of Eligibility/Release of Liability and Publicity Release, within five (5) days of issuance before prize will be awarded. If the required documents are not returned within five (5) days of receipt, or if any mail is returned as undeliverable without a forwarding address, then prize may be forfeited. Return of any prize or prize notification as undeliverable will result in disqualification. All winners, by acceptance of a prize, agree to release all participating locations, Advanced Food Concepts Inc., its producers, and each of their respective affiliates, distributors, suppliers and advertising, promotion or judging agencies, and the from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to persons (including death) and property which may be sustained in connection with receipt, ownership or use of the prize or while traveling to, preparing for and/or participating in any prize-related activity. Except where prohibited by law, winner must consent to the use of his/her name, voice, picture or other likeness without compensation for promotional purposes as determined by Advanced Food Concepts Inc. Return of any prize or prize notification as undeliverable will result in disqualification. Advanced Food Concepts Inc. makes no representation or warranties of any kind concerning the appearance, performance or safety of any prize awarded, including, but not limited to its quality, merchantability, mechanical condition or fitness, except for any express manufacturer's warranty as may be included in the purchase agreement. No cash option is available.

WINNERS' LIST: For a list of winners, send a self-addressed, stamped envelope by May 31, 2014 to: GU Energy "Salted Caramel Golden Packet "1609 4th Street Berkeley, CA 94710

9.SPONSOR: 2014 Salted Caramel Golden Packet Game is sponsored in the U.S. Territory by Advanced Food Concepts Inc. 1609 4th Street Berkeley, CA 94710