



NESTLÉ PURE LIFE COULD HAVE YOU PACKING FOR HAWAII

INCREASE YOUR SINGLE-SERVE SALES OF NESTLÉ PURE LIFE, AND YOU COULD WIN!



National Coalition of Associations of 7-Eleven Franchisees

WIN A TRIP FOR 2 TO THE 2012 NCASEF NATIONAL CONVENTION IN HAWAII

The top 7-Eleven store with the highest % increase** in dollar sales over the base months in the previous year for all Nestlé Pure Life Purified Water single-serve items* from October 2011-April 2012 wins

WIN AN ELECTRONIC TABLET

The top three 7-Eleven runner-up stores (2nd-4th), with the highest % increase** in dollar sales over the base months in the previous year for all Nestlé Pure Life single-serve items* from October 2011-April 2012 wins



WIN A \$300 GIFT CARD

The top 7-Eleven store within each of the 13 zones with the highest overall dollar sales of Nestlé Pure Life 1-Liter bottles from October 2011-April 2012 wins



Remember to use your POS and execute promotions to ensure success!

7-ELEVEN NESTLÉ PURE LIFE SALES INCENTIVE PROGRAM ABBREVIATED TERMS AND CONDITIONS:

THIS PROGRAM IS NOT OPEN TO THE GENERAL PUBLIC. Program only open to 7-Eleven Franchise-Owned Stores in the 50 United States and the District of Columbia who purchased a minimum of 10 cases per month of Nestlé Pure Life single-serve SKUs (20 oz., 700 mL and 1-Liter bottles) for the time period October 2010 through April 2011 ("Base Months"). Void where prohibited. Store eligibility and sales of single-serve SKUs will be determined by Sponsor in its sole discretion based on data pulled from 7-Exchange. Prize will be awarded to the 7-Eleven franchise owner of each winning store who must be at least 18 years of age at the time of prize award. Odds of winning a prize depend on the number of stores eligible to receive a prize and the sales of Nestlé Pure Life single-serve SKUs during October 1, 2011 through April 30, 2012. Look for full Terms and Conditions in your program materials or visit www.hawaii-salesincentive.com. SPONSOR: Nestlé Waters North America Inc., 900 Long Ridge Road, Stamford, CT 06902.

*Single-serve items include Nestlé Pure Life 20 oz., 700 mL and 1-Liter
**Increase determined from 7-Exchange for 10/1/10-4/30/11

MMX/005

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20 oz.
Non Dep. SLIN# 0243346
Deposit SLIN# 0243348

700 mL
Non Dep. SLIN# 0242240
Deposit SLIN# 0242241

1-Liter
Non Dep. SLIN# 0240441
Deposit SLIN# 0242249

