

MARS CHOCOLATE NORTH AMERICA GET GEAR OFFER

You may request a \$10 NFLShop.com Gift Certificate ("**Certificate**") if you purchase any three (3) packages of the eligible Mars Chocolate products listed below (the "**Participating Products**") in a single transaction between August 3, 2012 and February 3, 2013. To request your Certificate (while supplies last):

1. Complete an official Order Form, which is available on in-store displays (while supplies last) and at www.snickers.com; and
2. Mail your completed Order Form, along with your original cash register receipt dated between August 3, 2012 and February 3, 2013 showing the purchase of the Participating Products and product proofs-of-purchase (Universal Product Codes ("**UPCs**")) from your three Participating Products, to: Get Gear Request, P.O. Box 5603, Blair, NE 68009.

You must have a valid email address to take advantage of this Offer. Your Certificate will be delivered electronically to the email address provided on the Order Form. Each Certificate is redeemable for \$10 at www.nflshop.com and is not exchangeable or refundable for cash. One (1) Certificate request per envelope. Certificates cannot be replaced if lost, stolen or damaged and are subject to all other terms and conditions of their issuer, which terms and conditions are available at <http://www.nflshop.com/helpdesk/index.jsp?display=gift&subdisplay=ogc>. Additional terms and restrictions may apply. Maximum Number of Certificates Available: 25,000. Offer good while supplies last. All Order Forms must be received by 2/19/13. Allow approximately 8-10 weeks after submission of Order Form for delivery of Certificate. **The Participating Products are M&M'S[®], SNICKERS[®], TWIX[®], 3 MUSKETEERS[®], MILKY WAY[®], MINIS MIX[™] or DOVE[®] Brand products (8.5 ounce or larger).**

This Offer is void where prohibited, restricted or taxed or if obtained through unauthorized channels. This Offer is valid only to individual consumers; requests from groups, clubs or organizations will not be honored. This Offer is not available to employees (and their immediate family members or members of the same household) of Mars Chocolate North America, LLC ("**Sponsor**"), the NFL Entities (defined below) and their respective affiliates, agents and advertising and promotion agencies. Offer valid in the United States (including Puerto Rico & U.S. territories and possessions). No incomplete, damaged, copied, mechanically reproduced, altered or forged Order Forms, cash register receipts or UPCs, or Order Forms, cash register receipts or UPCs not obtained through authorized channels, will be accepted. Sponsor is not responsible for: late, lost, damaged, incomplete, illegible, misaddressed or misdirected mail, email, Order Forms, cash register receipts or UPCs; theft, destruction, unauthorized access to or alteration of Offer materials; errors, omissions, interruptions, defects or delays in operations or transmission of information, in each case whether arising by way of

technical or other failures or malfunctions of computer hardware, software, communications devices, transmission lines or data corruption; theft; destruction; or loss. Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this Offer. Sponsor reserves the right, at its sole discretion, to (i) modify, cancel, terminate or suspend this Offer if for any reason this Offer is not capable of running as planned (including tampering, fraud, viruses, bugs, technical failures or unauthorized human intervention) or if any other cause beyond Sponsor's control corrupts or affects the administration, security, fairness or proper conduct of this Offer, (ii) correct clerical, typographical or other errors in promotional materials or (iii) disqualify any individual (and all of his/her orders) who tampers with the Offer process. If this Offer is suspended or terminated prior to the stated termination date, all eligible, non-suspect Order Forms received by the date of such action will be filled. **CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS OFFER IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.**

QUESTIONS REGARDING THIS OFFER? Call 1-888-386-4263.

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