

COLD VAULT 2011 STOCKUP



Authorized CBC locations only.

PROGRAM TIMING

November 1, 2011 through December 31, 2011

HOW IT WORKS

(PLEASE READ CAREFULLY)

Purchase a minimum 300 cases of eligible cases of Pepsi products and get some really great prizes.

Collect and copy all your invoices from November 1, 2011 through December 31, 2011*. Count your cases, complete your prize redemption form and mail to Pepsi Fulfillment Center for processing. See the prize redemption form provided for details.

Remember... You have two months of prime Pepsi selling season to earn your prizes.

These great soft drink brands count towards your total beverage purchase: Pepsi, Pepsi Throwback, Pepsi Max, Wild Cherry Pepsi, Mountain Dew, Mountain Dew Throwback, Mountain Dew Code Red, Mug Root Beer, Sierra Mist Natural, Citrus Blast, Lipton Brisk, Aquafina, Ocean Spray, Lipton Tea, Frappuccino, SoBe, SoBe Life Water, AMP Energy and Frappuccino Double Shot.

In all flavors: regular and diet.

Gatorade products sold by Pepsi are not included in this offer, only the above items are included.

Qualifying Soft Drink Packages Include Bottles, Cans and Fountain Beverages: 16 oz. cans, 20 oz. bottles, 1-Liter and 2-Liter bottles, 12-pack and 24-pack cans, 6.5 oz. and 15.2 oz. bottles.

FOUNTAIN GALLONS: 1 gallon BIB = 1 case, 3 gallon BIB = 3 cases, 5 gallon BIB = 5 cases

HOW TO QUALIFY

Stores must qualify on an individual basis. Bundling of multiple locations will not be allowed.

Example: A four store chain selling 1,200 cases TOTAL does NOT qualify for four prizes.

However, a four store chain with each of the stores selling a minimum of 300 cases DOES qualify for four individual store prizes.

Limit one prize per store location. Prize selection must be made from qualifying level.

*Invoice copies are the only qualifying means. Sales reports may not be used for this incentive.

PRIZE REDEMPTION

Simply mail, fax or email a photocopy of your invoices indicating your qualifying purchase along with the completed redemption form to the Pepsi Fulfillment Center at the address indicated.

Prize redemption forms have been included and are also available through the Pepsi Fulfillment Center at (248) 322-5450.

Qualifying invoices must be dated no earlier than November 1, 2011 and no later than December 31, 2011.

Limit one prize per store location. Prize redemption is subject to verification and confirmation of invoices submitted. Multiple invoice purchases are accepted. Orders cannot be processed without the proper invoices as supporting documents.

All orders must be received by January 20, 2012. Orders received after this date will not be processed or acknowledged. Sorry, there will be no exceptions to the above date. Any questions should be directed to the Pepsi Fulfillment Center at (248) 322-5450.

LEVEL 1
300
CASE PURCHASE



Columbia Men's Heavyweight Jacket

Mountain Dew / Black (#7816)

SoBe lifewater / Red (#7836)

Amp Energy / Green (#7826)



Coby SNAPP Swivel Camcorder (#7172)

Kodak EasyShare 10MP Digital Camera (#8592)



Barska Camouflage 10x42 Waterproof Binocular (#4996)

LEVEL 2
600
CASE PURCHASE

Flip Video UltraHD
4GB Video Camera
Mountain Dew (#14110)
Pepsi (#12312)
Pepsi Max (#24020)



J.A. Henckels International
Forged Synergy 13-Piece Knife Set
(#5356)



Cuisinart 5-in-1 Griddler
(#4625)



Choice of Club
Callaway RAZR X Hybrid (#7376GC) or
TaylorMade Burner Superfast 2.0 Rescue (#3024GC)



LEVEL 3
900
CASE PURCHASE

Wii Console
Mariokart Bundle
(#7678)



Sharp 19-Inch LCD HDTV
(#9193)

Apple iPod 8GB Nano &
Coby Speaker System
Choice of green or silver
iPod Nano
(#3594/6304)



Velocity Micro T103 Cruz
7-Inch Android 2.0 Tablet
(#3604)

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PRIZE REDEMPTION

Simply mail, fax or email a photocopy of your invoices indicating your qualifying purchase along with the completed redemption form to the Pepsi Fulfillment Center at the address indicated. *Email attachment can not exceed 5MB total. If attachment exceeds 5MB they will be returned undeliverable.*

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ALL THREE SECTIONS MUST BE COMPLETED TO RECEIVE YOUR PRIZE

1 ADDRESS & SHIPPING INFORMATION:

NAME: _____ <small>PLEASE PRINT NEATLY OR TYPE</small>	SHIP TO: _____ <small>IF DIFFERENT FROM BUSINESS ADDRESS</small>
BUSINESS NAME: _____	BUSINESS NAME: _____
ADDRESS: _____ <small>_____ BUSINESS _____ RESIDENTIAL</small>	ADDRESS: _____ <small>_____ BUSINESS _____ RESIDENTIAL</small>
CITY: _____ STATE: _____ ZIP: _____	CITY: _____ STATE: _____ ZIP: _____
PHONE: () _____	PHONE: () _____

PLEASE PROVIDE STREET ADDRESS; UPS® IS UNABLE TO DELIVER TO P.O. BOXES

2 SELECT ONE PRIZE FROM YOUR QUALIFYING LEVEL BELOW:

Level One • 300 Cases

- ☐ Columbia Men's Heavyweight Jacket
Choose One Size:
☐ M ☐ L ☐ XL ☐ 2XL ☐ 3XL
Choose One Style:
☐ Mountain Dew / Black (#7816)
☐ SoBe lifewater / Red (#7836)
☐ Amp Energy / Green (#7826)
- ☐ Coby SNAPP Swivel Camcorder (#7172)
- ☐ Kodak EasyShare 10MP Digital Camera (#8592)
- ☐ Barska Camouflage 10x42 Waterproof Binocular (#4996)

Level Two • 600 Cases

- ☐ Flip Video UltraHD 4GB Video Camera
Choose One: ☐ Mtn Dew (#14110)
☐ Pepsi (#12312) ☐ Pepsi Max (#24020)
- ☐ J.A. Henckels International Forged Synergy 13-Piece Knife Set (#5356)
- ☐ Cuisinart 5-in-1 Griddler (#4625)
- ☐ Callaway RAZR X Hybrid Club (#7376GC)
Choose One: ☐ Right Hand ☐ Left Hand
Mens: ☐ 3-21° ☐ 4-24° ☐ 5-27° ☐ 6-30°
Ladies: ☐ 4-21° ☐ 5-27° ☐ 6-30°
- ☐ TaylorMade Burner Superfast 2.0 Rescue (#3024GC)
Choose One: ☐ Right Hand ☐ Left Hand
Mens: ☐ 3-18° ☐ 4-21° ☐ 5-24° ☐ 6-27°
Ladies: ☐ 21° ☐ 24° ☐ 27°

Level Three • 900 Cases

- ☐ Wii Console MarioKart Bundle (#7678)
- ☐ Sharp 19-Inch LCD HDTV (#9193)
- ☐ Apple iPod 8GB Nano & Coby Speaker System
Choose One:
☐ Green (#3594/6304G) ☐ Silver (#3594/6304S)
- ☐ Velocity Micro T103 Cruz 7-Inch Android 2.0 Tablet (#3604)

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**MAIL, FAX OR EMAIL COMPLETED FORM ALONG WITH YOUR QUALIFYING INVOICES TO:
PEPSI FULFILLMENT CENTER**

40 Silverdome Industrial Park
Pontiac, MI 48342
Phone: (248) 322-5450 Fax: (248) 322-5454
Email: cbcredemption@msggrp.com

All redemption forms must be received by 1/20/12. Redemption forms received after 1/20/12 will not be processed or acknowledged.

Please allow 4 to 6 weeks for normal delivery of your prize. Any questions please call (248) 322-5450.

Actual items received may vary slightly from those pictured.

We recommend you keep a copy of this form for your records.

No responsibility assumed for late, lost, damaged, incomplete, illegible, postage due, or misdirected mail.

#PC742/PCDELE