

## TREAT CUSTOMERS LIKE A GUEST WEEKLY CONTEST (“SWEEPSTAKES”)

### SWEEPSTAKES DATES

JUNE 1 – OCTOBER 31, 2015

### WHAT'S IT FOR?

- This sweepstakes is to help encourage location coaches and site staff to “Treat Customers Like a Guest” and actively communicate the new product and promotion to customers inside the C-store and out at the dispensers.



### “TREAT CUSTOMERS LIKE A GUEST” – WHAT DOES THIS SHELL CUSTOMER PROMISE MEAN?

- Every customer matters, and every customer is welcomed. Site cleanliness and functionality are important, but just as important is helpful, friendly staff.
- Be ready and in uniform when customers arrive. Interact positively with the customers, and do so as often as appropriate.
- Be on the lookout for opportunities to assist, answer questions or provide information to a customer who is seeking it.
- Make sure customers feel welcomed, and let them know you appreciate their business.



### HOW TO PARTICIPATE

- The Coach should upload one photo via [www.shellsource.com](http://www.shellsource.com) through the Retail Learning Portal depicting site staff actively engaging with customers.
- One qualified entry per Shell site per week. Entries will not be judged. Non-winning entries will be eligible for subsequent drawings.

### WHAT'S THE PRIZE?

- The Coach who submitted the selected weekly entry will win a \$100 Gift Card and ten (10) \$25 Gift Cards for distribution by Coach to the site staff in Coaches sole discretion.

### SUBMISSION DATES (2015)

- Entry begins at 12:00:01 a.m. ET and ends at 11:59:59 p.m. ET of each weekly entry period (WEEK 1: 6/1 – 6/7)
- Sweepstakes period lasts for 22 weeks and ends on October 31. Weekly entry periods outlined below.
- WEEK 1: 6/1 - 6/7; WEEK 2: 6/8 - 6/14; WEEK 3: 6/15 - 6/21; WEEK 4: 6/22 - 6/28; WEEK 5: 6/29 - 7/5; WEEK 6: 7/6 - 7/12; WEEK 7: 7/13 - 7/19; WEEK 8: 7/20 - 7/26; WEEK 9: 7/27 - 8/2; WEEK 10: 8/3 - 8/9; WEEK 11: 8/10 - 8/16; WEEK 12: 8/17 - 8/23/15; WEEK 13: 8/24 - 8/30/15; WEEK 14: 8/31 - 9/6/15; WEEK 15: 9/7 - 9/13; WEEK 16: 9/14 - 9/20; WEEK 17: 9/21 - 9/27; WEEK 18: 9/28 - 10/4; WEEK 19: 10/5 - 10/11; WEEK 20: 10/12 - 10/18; WEEK 21: 10/19 - 10/25; WEEK 22: 10/26 - 10/31

### ELIGIBILITY

- Age and Geographic Limitation: None
- Persons in any of the following categories are NOT eligible to participate in the Sweepstakes: any person who on or after May 1, 2015, was or is (a) a director, officer, employee, agent or independent contractor of any entity engaged in the development, production or distribution of Sweepstakes materials, or of any entities retained by Sponsor or its agencies to assist in any way with the administration or advertisement of the Sweepstakes.

### WINNING

- Entries from each week's Sweepstakes Entry Period (dates outlined on next page) will be included in a random drawing on the first Tuesday following each weekly entry period (e.g. for WEEK 1 on 6/09/15), one Coach potential winner will be selected in a random drawing from among all eligible Entries received
- One winner selected in each of the 22 weekly random drawings. One prize per site.
- The company -The Marketing Store™ - will notify winners within one to two business days of confirming potential winner information.
- Each potential winner will be sent a notification package containing a cover letter, Prize Acceptance Form, the Terms and Conditions and a pre-addressed, pre-paid FedEx return envelope. Once confirmed, The Marketing Store™ will deliver prize.
- Detailed rules are on the following pages.

# TREAT CUSTOMERS LIKE A GUEST WEEKLY CONTEST ("SWEEPSTAKES") – THE RULES

Shell  
**V-Power**  
**NITRO+**  
Premium Gasoline

**THIS IS A CLOSED PROMOTION. NOT OPEN TO THE GENERAL PUBLIC.**

THIS PROMOTION IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY TEXAS LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE 50 UNITED STATES OR DC AT THE TIME OF ENTRY. THE SWEEPSTAKES IS OPEN ONLY TO DESIGNATED SHELL STATION COACHES AS FURTHER DESCRIBED BELOW.

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.**

**BY ENTERING THE SWEEPSTAKES YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. INTERNET ACCESS REQUIRED.**

**1) ELIGIBILITY:** The Sweepstakes is open to individuals designated by the wholesaler to be a Shell service station site coach ("Coach"). To be eligible, a Coach must be a legal resident of any one (1) of the (50) United States or District of Columbia, at least 18 years of age and the age of majority in his/her jurisdiction of primary residence at the time of entry, and an employee in good standing of a Shell service station site located in any one (1) of the fifty (50) United States or the District of Columbia at the time of entry and through the time of prize award (each, an "Eligible Participant"). All other individuals, including, without limitation, any other employees, suppliers, representatives and agents of Shell Oil Company US ("Sponsor") are not eligible to enter or win. This Sweepstakes is **NOT OPEN TO THE GENERAL PUBLIC**. Void where prohibited by law.

**2) TIMING:** The Sweepstakes begins at 12:00:00 a.m. Eastern Time ("ET") on June 1, 2015 and ends at 11:59:59 p.m. ET on October 31, 2015 ("Sweepstakes Period") and includes twenty-two (22) separate weekly entry periods as follows (where each weekly entry period begins at 12:00:00 a.m. ET on the start date and ends at 11:59:59 p.m. ET on the end date):

**Week 1:** 6/1-6/7/15; **Week 2:** 6/8-6/14/15; **Week 3:** 6/15-6/21/15; **Week 4:** 6/22-6/28/15; **Week 5:** 6/29-7/5/15; **Week 6:** 7/6-7/12/15; **Week 7:** 7/13-7/19/15; **Week 8:** 7/20-7/26/15; **Week 9:** 7/27-8/2/15; **Week 10:** 8/3-8/9/15; **Week 11:** 8/10-8/16/15; **Week 12:** 8/17-8/23/15; **Week 13:** 8/24-8/30/15; **Week 14:** 8/31-9/6/15; **Week 15:** 9/7-9/13/15; **Week 16:** 9/14-9/20/15; **Week 17:** 9/21-9/27/15; **Week 18:** 9/28-10/4/15; **Week 19:** 10/5-10/11/15; **Week 20:** 10/12-10/18/15; **Week 21:** 10/19-10/25/15; **Week 22:** 10/26-10/31/15.

### 3) TO REGISTER/ENTER:

**A. Registration.** To participate in the Sweepstakes an Eligible Participant must first go online to [www.shellsources.com](http://www.shellsources.com) through the Retail Learning Portal ("Website") and then follow the instructions to complete registration during the Sweepstakes Period. To register, the Eligible Participant must provide his or her correct full name, Shell service station site address, city, state and ZIP code, a business phone number (including area code), year of birth, email address, and all other requested information.

**B. To Enter.** After completing registration, an Eligible Participant must visit the Website during a weekly entry period, log into his/her account using the information provided during registration, and follow all links and instructions to upload a digital photo ("Photo") taken at his/her Shell service station site that shows an example of positive customer engagement ("Entry" or "Entries") to receive one (1) Entry into the drawing for that weekly entry period. **Entries will not be judged and the substantive content of the Photo will not affect your chances of winning (provided your Photo complies with the Photo Requirements detailed in that section below).** You can submit a maximum of one (1) Entry each day of the Sweepstakes Period, but each Photo submitted must be original/unique and not have been previously submitted in the Sweepstakes. Non-winning Entries for each drawing will be rolled into all subsequent drawings. The Website's database clock will be the official timekeeper for this Sweepstakes. Other proof of submitting or attempting to submit an Entry (such as, without limitation, a printed, saved or copied automated receipt confirming entry or a "thanks for entering" screen or message) does not constitute proof of actual receipt of the Entry for purposes of this Sweepstakes. Only Entries that are actually received and recorded through the Website on the Website's servers during the Sweepstakes Period will be considered.

**Photo Requirements:** All Photos must be 20 megabytes or smaller, must be in JPEG or JPG format, and must be at least 1,600 pixels wide (if a horizontal image) or 1,600 pixels tall (if a vertical image). By entering the Sweepstakes, each Eligible Participant represents, acknowledges and warrants that the submitted Photo is an original work created solely by the Participant (or from materials in the public domain), that the Photo does not infringe, misappropriate or violate the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim or interest in the Photo. The Photo and the Entry information (collectively, "Entrant Content") must not, in the sole discretion of the Sponsor, contain false, deceptive, obscene, provocative, defamatory, sexually explicit, threatening, trade libelous, slanderous, libelous, disparaging, unlawfully harassing, profane, hateful, or otherwise objectionable or inappropriate content or be injurious to any individual, any Promotion Entity, or any third party or the associated Entry will be disqualified. The Entrant Content must also meet the following requirements or the associated Entry will be disqualified in Sponsor's sole discretion:

- Entrant Content must not contain or describe any harmful or illegal activity or content or in any way violate any federal, state, or local laws, rules or regulations.
- Entrant Content must not suggest, depict, or describe any inappropriate, unlawful, or dangerous behavior or use of Sponsor's or any other products or services.

Sponsor reserves the right in its sole discretion to disqualify from the Sweepstakes any Entry or Entrant Content that, in its sole discretion, refers, depicts, or in any way reflects negatively upon a Promotion Entity, the Sweepstakes, or any other person or entity or does not comply with these requirements or these Official Rules.

**4) CONDITIONS OF ENTRY:** Entries will not be acknowledged or returned. The registration information will be used to contact the potential winners by mail, phone and/or email in the event that the Eligible Participant is a potential winner. By entering, Eligible Participants agree to accept, abide by and acknowledge compliance with these Sweepstakes Rules, including but not limited to all eligibility requirements, and the decisions of the Sponsor whose decisions are final and binding for all Eligible Participants.

**5) TWENTY-TWO (22) WEEKLY PRIZES (1/WEEK):** Each Coach who is a verified winner will receive a \$100 gift card for the Coach ("Coach Prize(s)") and ten (10) \$25 gift cards for distribution to the service station site staff ("Staff Prize(s)"), collectively, with the Coach Prize, the "Prize" in Coach's sole discretion. ARV of each Prize: \$350; Total ARV of all Prizes: \$7700. Gift cards are subject to their terms and conditions. Individuals designated to receive a Staff Prize must be employees in good standing of the service station site where the winning Coach is employed at the time of prize award to receive a Staff Prize. All Prize details not specified in these Official Rules will be determined in Sponsor's sole discretion. All taxes (federal, state and local) and other expenses not specified in these Official Rules as being provided as part of the Prize are the sole responsibility of each winner. Sponsor will not replace any lost, mutilated or stolen Prize or any Prize that is undeliverable or does not reach a winner because of an incorrect or changed address or other contact information. If a winner does not accept or use the entire Prize, the unaccepted or unused part of the Prize will be forfeited and Sponsor will have no further obligation with respect to that Prize or portion of the Prize. No transfers, prize substitutions or cash redemptions will be made, except at Sponsor's sole discretion. Sponsor reserves the right to substitute the stated prize or portion thereof with another Prize or portion thereof of equal or greater value for any reason, including, without limitation, Prize unavailability. No more than the stated Prize will be awarded.

**6) DRAWING DETAILS:** On the first Tuesday following each weekly entry period (e.g., for Week 1 on 6/9/15), one (1) Coach potential winner will be selected in a random drawing from among all eligible Entries received for the week prior (and all non-winning eligible Entries from prior weekly drawings) by Sponsor's designated representative whose decisions are final and binding. Odds of winning any drawing will depend upon the number of eligible Entries received for that drawing.

## TREAT CUSTOMERS LIKE A GUEST WEEKLY CONTEST ("SWEEPSTAKES") – THE RULES

Shell  
**V-Power**  
**NITRO+**  
Premium Gasoline

**7) PRIZE REDEMPTION:** Each potential winner will be notified by mail and/or email sent to the address or email address provided by him/her during registration within approximately ten (10) business days of the random draw. Upon verification, each winner will then receive their prize by mail to the address provided during registration. Each potential winner agrees to cooperate with Sponsor (as requested by Sponsor) to complete the verification process. If a potential winner does not respond according to Sponsor's instructions during the verification process (as determined by Sponsor in its sole discretion), that winner or potential winner may be disqualified and an alternate winner may be randomly selected; Sponsor will not be obligated to pursue more than three (3) alternate winners for any prize for any reason, in which case some prizes may go unawarded. Sponsor reserves the right to modify the notification procedures in connection with the selection of any alternate potential winner, if any.

**8) GENERAL TERMS & CONDITIONS:** Eligible Participants agree that (a) Sponsor, The Marketing Store Worldwide, L.P., and their respective parents, subsidiaries, affiliates, advertising, promotion and public relations agencies, and the respective officers, directors, members, managers employees, representatives and agents of each (collectively and individually the "Promotion Entities") shall not be responsible or liable for, and are released from any and all losses, damages or injuries of any kind (whether due to negligence or otherwise) to person, including death, and property, resulting in whole or in part, directly or indirectly, from participation in, preparing for, or traveling to or from the Sweepstakes or any Sweepstakes-related activity, or from Eligible Participant's acceptance, receipt, possession and/or use or misuse of a prize; (b) under no circumstances will an Eligible Participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses and further waives all rights to have damages multiplied or increased; (c) all causes of action arising out of or connected with this Sweepstakes, or the prize awarded, shall be resolved individually, without resort to any form of class action; (d) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs; and (e) that the Prize is provided as-is without any warranty, representation, or guarantee, express or implied, in fact or in law, whether now known or hereinafter enacted, relative to the use or enjoyment of the prize, including, without limitation, its quality, merchantability or fitness for a particular purpose. Participation constitutes each Eligible Participant's permission (which shall be confirmed in writing upon the request of Sponsor) for Promotion Entities to use his/her name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising, trade, commercial and/or publicity purposes worldwide in all forms of media now known or hereafter developed, including on the World Wide Web, at any time or times, in perpetuity, without further compensation (except where prohibited by law) and without notification, review or approval or further authorization and each Eligible Participant releases all Promotion Entities from any and all liability related thereto. Nothing contained in these Official Rules obligates Sponsor to make use of any of the rights granted herein and winner waives any right to inspect or approve any such use. It is the participant's responsibility to ensure that he/she has complied with the terms and conditions contained in these Official Rules. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes; to be acting in violation of these Official Rules; or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes. Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor reserves the right, without prior notice and at any time, to terminate the Sweepstakes, in whole or in part, or modify or suspend the Sweepstakes in any way, if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted, or that fraud or technical problems, failures or malfunctions have destroyed or severely undermined the integrity and/or feasibility of the Sweepstakes. In the event Sponsor is prevented from continuing with the Sweepstakes as contemplated herein for any reason or by any event beyond its control, then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend or terminate the Sweepstakes. If the Sweepstakes is terminated, in whole or in part, before the designated end date, Sponsor reserves the right to select winners in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Only the type and quantity of the prize described in these Official Rules will be awarded. If the prize is not duly claimed in accordance with these Official Rules, it may be awarded to an alternate winner. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event there is an alleged or actual ambiguity, discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials and/or these Official Rules (including any alleged discrepancy or inconsistency in these Official Rules), it will be resolved in Sponsor's sole discretion. Entrants waive any right to claim ambiguity in the Sweepstakes or these Official Rules. Entrants further agree to not damage or cause interruption of the Sweepstakes and/or prevent others from using the Sweepstakes. Sponsor reserves the right to restrict or void online entries or participation from any IP address if any suspicious entry and/or participation is detected. If Sponsor determines at any time in its sole discretion that the winner or potential winner is disqualified, ineligible, in violation of these Official Rules, or engaging in behavior that Sponsor deems obnoxious, inappropriate, threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to disqualify that winner or potential winner, even if the disqualified winner or potential winner may have been notified or displayed or announced anywhere.

**9) TECHNOLOGY TERMS & CONDITIONS/ADDITIONAL DISCLAIMERS:** The Promotion Entities shall have no responsibility for: (1) lost, late, misdirected, inaccurate, incomplete, undelivered entries; (2) any damage to an Eligible Participant's computer or telephone system that is directly or indirectly caused by accessing the Website or otherwise participating in the Sweepstakes; (3) lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, Websites or other connections; (4) miscommunications, failed, jumbled, scrambled, delayed or misdirected computer, telephone or cable transmissions; (5) any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, dropped or delayed computer transmissions or network connections that are human or technical in nature; (6) any technical or programming malfunctions, failures or difficulties, printing errors, clerical, typographical or other error in the offering or announcement of any prize or in any prize notification documents, or other errors of any kind or nature; (7) the incorrect or inaccurate capture entry or other of information, or the failure to capture or loss of any information whether caused by Website users, tampering or hacking, or by any of the equipment or programming associated with or utilized in the Sweepstakes; or (8) errors, typos or misprints in these Official Rules, in any Sweepstakes-related advertisements or other materials. Internet entry must be made by the Eligible Participant only at the Website and in accordance with the instructions and restrictions on the Website and in these Official Rules. Any use of robotic, automatic, macro, programmed or third party entry methods will void all such entries by such methods and disqualify any Eligible Participant using such methods. In the event of a dispute as to the identity of an Eligible Participant, any online entry will be deemed submitted by the authorized account holder of the email account provided during registration, but only if that individual meets all other eligibility criteria. The authorized account holder shall be the natural person to whom the applicable email address has been assigned by the Internet access provider, service provider or other online organization responsible for assigning email addresses for the domain associated with the submitted email address. The potential winner may be requested to provide the Sponsor with proof that the potential winner is the authorized account holder of the email address associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Promotion Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's e-mail account to receive e-mail messages. Promotion Entities are not responsible, and may disqualify an entrant, if his or her e-mail address, telephone, or other contact information does not work or is changed without entrant giving prior written notice to Sponsor. Without limiting any other provision in these Official Rules, Promotion Entities are not responsible or liable to any entrant or winner or any person claiming through such entrant or winner for failure to supply the prize or any part thereof in the event that any of the Sweepstakes activities or the Promotion Entities' operations or activities are affected, as determined by the Sponsor in its sole discretion, including, without limitation, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any law, rule, regulation, order or other action adopted or taken by any governmental, federal, state or local government authority, or any other cause, whether or not specifically mentioned above. **CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEB SITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE SWEEPSTAKES MAY VIOLATE CRIMINAL AND CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY ENTRANT MAKING SUCH ATTEMPT AND MAY SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.**

**10) GOVERNING LAW:** By entering, Eligible Participants agree that all issues, disputes, and questions arising under or concerning this Sweepstakes, including, without limitation, the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of the participant or Sponsor in connection with the Sweepstakes, shall be governed by and construed in accordance with the internal laws of the state of Texas without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. By participating, Eligible Participants consent to the jurisdiction and venue of the federal, state and local courts located in Houston, Texas.

**11) PRIVACY.** Except as otherwise contemplated in these Official Rules, information collected in connection with this Sweepstakes will be used by Sponsor in accordance with its online privacy policy, which can be found at <http://www.shell.com/ethicsandcompliance/areas/DataPrivacy/Index.html>. If you are selected as a winner, your information may also be included in a publicly available winners list.

**12) WINNERS LIST:** To find out who won, a winners' list will be available for three months following the end of the Sweepstakes Period by mailing a self-addressed, stamped envelope to: Shell Coaches Above and Beyond Sweepstakes, P.O. Box 1132, Chicago, IL 60690.

**13) SPONSOR:** Shell Oil Company US, Houston, TX.