
EXHIBIT C



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7-Eleven Promotion FAQs

Updated 07/01/2010 05:22 PM

Click on the images to visit the promotion's official website:



7-Eleven has teamed up with your favorite Zynga games to offer exclusive gifts with purchase for players of FarmVille, Mafia Wars and YoVille.

Select from the links below for more information:

[CLICK HERE! The Basics of the 7-Eleven Promo](#)

[CLICK HERE! How to get my UBER gift](#)

[CLICK HERE! What are In-Game Tasks](#)

[CLICK HERE! 7-Eleven Zynga Game C](#)

[CLICK HERE! Gift List](#)

[CLICK HERE! Who do I contact?](#)

THE BASICS

How do I play?

1. Purchase specially marked products and Zynga Game Cards at your local 7-Eleven store. Click **Store Locator** to find a store near you! **Zynga Game Cards must be purchased at 7-Eleven to qualify.**
2. Go to **BuyEarnPlay.com**; you can click **HERE** to register and log in with Facebook Connect.
3. Redeem your purchased product's code by entering it in the top right-hand corner:

English

Get Answers

Email Us
Answers in 24-48 hrs
Email us with your questions

Search Answers
Immediate Solution!

Enter your question



Your virtual gifts will be available within the applicable Zynga game.

What do I get?

Every product earns you something different. Click on **Get Complete Gift List** to check out the complete list of Zynga gifts.

How much do I get?

That's the spirit! Daily redemption is limited to 10 total gifts per day, and 3 gifts per product type.

Can I print a shopping list of all products and gifts involved in the promotion?

Yes. Click on **Get Complete Gift List** to view and print a list of the participating products and associated gifts.

How do I know how many codes I have redeemed?

Once you are logged into <http://www.BuyEarnPlay.com> you can click on the Gift Tracker tab and view the products you have purchased, the codes you have redeemed and the virtual gifts you have collected.

When do my codes expire?

Codes can be redeemed from 5/21/10 to 12/31/10 at 11:59:59 PM, ET. For US residents, Slurpee codes can only be redeemed from 6/1/10-7/15/10 at 11:59:59 PM, ET. For both US and Canada residents, Zynga Game Cards can only be redeemed under the Buy.Earn.Play. promotion from 6/1/10-7/15/10 at 11:59:59 PM, ET.

Where do I find codes on the products?

Codes are found on a sticker on the outer packaging of most products. On 7-Select Water and Orange Soda, codes are found under the cap.

What if the product I want is out of inventory at my local 7-Eleven store?

Please visit another 7-Eleven store in your area. To find a store near you, click **Store Locator**.

How long does the gift with purchase promotion last?

The gift with purchase promotion runs from 5/21/10 to 12/31/10 at 11:59:59 PM, ET. You can purchase products with codes in store beginning on 6/1/10 while supplies last. For US residents, Slurpee codes can only be redeemed from 6/1/10-7/15/10 at 11:59:59 PM, ET. For both US and Canada residents, Zynga Game Cards can only be redeemed under the Buy.Earn.Play promotion from 6/1/10-7/15/10 at 11:59:59 PM, ET.

ÜBER GIFTS

What are ÜBER GIFTS?

There are three ÜBER Gifts that, when unlocked upon completing the requirements, can be used in the following Zynga Games: FarmVille, Mafia Wars and YoVille:

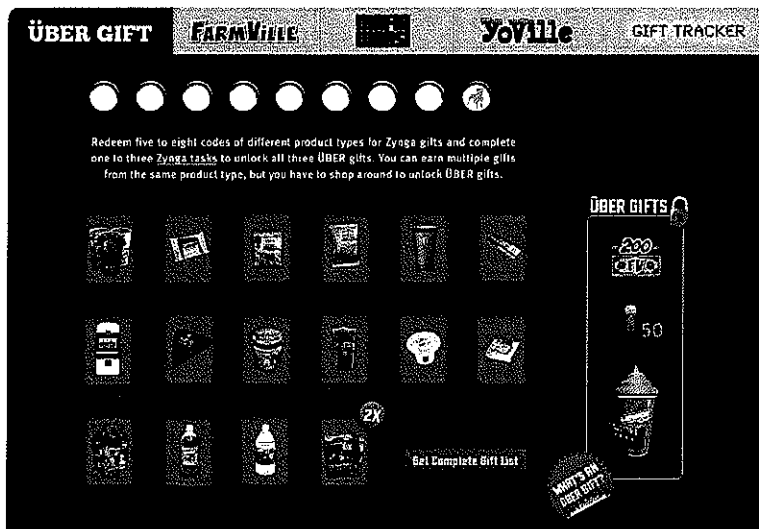
- FarmVille: 200 FarmVille cash
- YoVille: A virtual Slurpee machine
- Mafia Wars: 50 Skill points

The right combination of credits will earn you the 3 ÜBER gifts: 200 Farm Cash in FarmVille, 50 skill points in Mafia Wars and your own Slurpee machine for your YoVille house.

NOTE: Zynga virtual gifts and ÜBER Gifts are virtual items that exist in-game only; they have no cash value, may not be redeemed for cash and are subject to all Zynga terms and conditions.

How do I unlock the ÜBER Gifts?

To earn your ÜBER Gift, you must have 9 green stamps:



How do I get the stamps?

You'll need to redeem 5 to 8 Buy.Earn.Play. credits as well as complete 1 to 3 Zynga tasks to earn a total of 9 green stamps on your virtual punch-card. Each 7-Eleven product is worth 1 Buy.Earn.Play credit, while a Zynga game card is worth 2 credits. In-game tasks earn you one credit. After acquiring 9 stamps, you'll unlock all 3 incredible ÜBER gifts at once. Don't forget to keep track of your progress in the Gift Tracker tab at BuyEarnPlay.com.

What are the different ways that I can get an Uber gift?

The right combination of credits (9 green stamps) will earn you the 3 ÜBER gifts: 200 Farm Cash in FarmVille, 50 Skill Points in Mafia Wars and your own Slurpee machine for your YoVille house. Here's how:

- * Purchase specially marked items and redeem their unique codes on **BuyEarnPlay.com**
- * Use a Zynga Game Card that was purchased at a 7-Eleven (each 7-Eleven Zynga game card will grant you **two green stamps** on the virtual punch card).
- * Complete the Zynga in-game task

For example: Slurpee + Big Gulp + Ice Cream + Bottled Water + Hot Coffee + Chips + Grill Item + Orange Soda + Complete One Zynga Task = 9 green stamps = All 3 Uber gifts!

ZYNGA IN-GAME TASKS

What is a Zynga in-game task?

By completing the requirements for a Zynga in-game task within FarmVille, Mafia Wars or YoVille, you get specified in-game bonuses that may include a bonus virtual item, and earn a credit towards the 3 ÜBER gifts. Each in-game task can only be completed once for credit towards the ÜBER gifts.

How do I complete an in-game Zynga task?

In order to complete an in-game Zynga task, you must satisfy the following task requirements:

FarmVille:

Upon initial redemption of specially marked products for FarmVille, users unlock a limited edition Goji berry crop. Users must plant and harvest enough Goji berry crops to achieve level 3 crop mastery. Once users achieve level 3 crop mastery they will have satisfied the Zynga in-game task for FarmVille.

Mafia Wars:

Upon initial redemption of specially marked products for Mafia Wars, users unlock the Corner Store Collection of virtual items. Users will need to complete a total of 41 jobs and win 10 fights in order to unlock all items in the Corner Store Collection and receive a Limited Edition bonus gift. Upon completing the Corner Store Collection users will have satisfied the Zynga in-game task for Mafia Wars.

YoVille:

After redeeming codes from 7 products specially marked for YoVille, users will receive a Limited Edition bonus gift and will have satisfied the Zynga in-game task for YoVille.

ZYNGA GAME CARDS

How many points are Zynga Game Cards worth?

Zynga Game Cards are worth 2 points towards the 9 needed to win the Uber gifts.

Where can I find Zynga Game Cards?

Zynga Game Cards for FarmVille, Mafia Wars and YoVille can be purchased at 7-Eleven stores. Click **Store Locator** to find a 7-11 near you!

How can I learn more about playing FarmVille, Mafia Wars, and YoVille?

Click on the following links to learn more about how to play your favorite Zynga games:

Zynga's Official Website

FarmVille.com

MafiaWars.com

YoVille.com

ERROR MESSAGES

I received an error message or an invalid code message when I entered a code. What does this mean?

If you received an error message, the code may have been entered incorrectly or may be invalid. Try entering the code again. If you continue to receive an error message, please contact **BuyEarnPlay.com**; you can click **HERE** to submit a ticket.

Hint: Be sure to include the dashes! The dashes are part of the code and leaving them out can

cause your code to fail. It is important to enter your code exactly as it appears.

I purchased a participating 7-Eleven product at 7-Eleven, but there wasn't a code on the package. What do I do?

If you purchased a participating product at 7-Eleven and there wasn't a code on the package, please contact **BuyEarnPlay.com**; you can click **HERE** to submit a ticket.

I entered the code and received the wrong virtual gift. What do I do?

Please contact **BuyEarnPlay.com**; you can click **HERE** to submit a ticket.

REQUIREMENTS

Can I redeem codes if I live outside of the United States or Canada?

No. Buy.Earn.Play is only open to legal residents of the 50 United States, the District of Columbia and Canada (excluding Puerto Rico and Quebec).

I live in Canada. Can I redeem codes at BuyEarnPlay.com?

Yes. If you live in Canada, you may redeem your codes at <http://www.buyearnplay.com>.

How old do you have to be to play Buy.Earn.Play.?

You must be 13 years old or older.

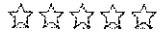
PARTICIPATING 7-ELEVEN PRODUCTS AND GIFT CARD REWARDS

7-ELEVEN PRODUCT	IN-GAME VIRTUAL GIFT WITH PURCHASE
Slurpee	FarmVille Fun Slide
Slurpee	Mafia Wars Showman (Weapon)
Slurpee	YoVille Wall Freezer
Sandwich	FarmVille Sandwich Cart
Cut Fruit	FarmVille Chocolate Persimmon
Coffee (Large only)	Mafia Wars Lone Wolf (Weapon)
Iced Coffee (Large only)	FarmVille Coffee Cart
Large Pizza, Pizza Slice, Wings, Big Bite Products, Chicken Tenders, Breakfast Quesadilla	Mafia Wars Sleek Bullet Proof Vest (Armor)
Hash Brown, Taquito, Burrito Roller, Potato Wedges	Mafia Wars Pepper Shaker (Weapon)
7-Select Candy	YoVille Candy Stand
7-Select Chips	Mafia Wars Palermo Prowler (Vehicle)
7-Select Orange Soda	YoVille Soda Machine
7-Select Packaged Donuts	YoVille Donut Display
7-Select Vanilla Ice Cream	FarmVille Neapolitan Cow
7-Select Water	FarmVille Water Tower
Big Gulp	FarmVille Big Splash
Big Gulp	Mafia Wars Trio Diva (Vehicle)
Big Gulp	YoVille Hamburger Stand

7-Select Brownie	YoVille Coffee Machine
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7-ELEVEN ZYNGA GAME CARDS	IN-GAME VIRTUAL GIFT WITH PU
FarmVille Zynga Game Card	FarmVille 10 Fuel Tanks
Mafia Wars Zynga Game Card	Mafia Wars Combat Helmet (Armor)
YoVille Zynga Game Card	YoVille Nacho Machine

Was this answer helpful?



Answers others found helpful

- [The Basics of the 7- Eleven Promotion](#)
- [7-Eleven Promo: How to use the 7-Eleven Zynga Game Cards](#)
- [7-Eleven Promo: How to get my UBER Gift](#)
- [7-Eleven Promo: Who do I contact?](#)
- [7-Eleven Promo: Gift list](#)

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Zynga, 7-Eleven to promote Facebook games in stores

May 23, 2010 | Dean Takahashi

7 Comments

Social gaming firm Zynga is moving from the virtual storefront to the real one in a broad partnership deal today with the 7-Eleven convenience store chain.

This summer, 7-Eleven will offer exclusive virtual gift products for Zynga's FarmVille, Mafia Wars and YoVille social games on Facebook. The deal shows that Zynga is going after the mass market by teaming up with a retailer that is popular among young people. Nearly 7,000 stores will participate in the promotion, which is Zynga's first major tie-up with a physical retailer.

It's a sign of the growing maturity of social games and their reach into the mass market. Zynga hasn't been viewed as a traditional video game company, especially by hardcore game companies. But this move shows that it is beginning to think big, just as companies such as Electronic Arts. EA stages big promotions for its EA Sports games in the name of making them ubiquitous. Here, Zynga is doing the same, though its audience is arguably much more mass market and casual.

Under the promotion, millions of consumers will be able to redeem exclusive virtual items with Zynga games during a campaign that runs for six weeks starting June 1. For instance, you can buy a real Big Gulp from 7-Eleven and get a virtual version as well. 7-Eleven will advertise the promotion across satellite TV, local radio, print and outdoor venues.

Consumers will be able to purchase specially marked products to receive a redemption code that can be used for a new, limited-edition virtual good in one of three Zynga games. That helps draw attention and traffic to Zynga's games. Gamers can play those games for free on Facebook, but if they want to buy a virtual good within the games, they have to pay real money for virtual currency. When that happens, Zynga makes money.

Consumers can earn gifts by buying certain items and participating in at least one activity inside a game, such as mastering the growth of a crop FarmVille. If you do the activity, you can earn \$200 in FarmVille virtual cash. Rita Bargerhuff, chief marketing officer at 7-Eleven, said it is one of the most unique campaigns in the chain's history as it gives more than 30 product incentives to Zynga's 239 million monthly active users.

"Through our promotion with 7-Eleven, we are expanding our reach and making our games more accessible to consumers," said Vish Makhijani, senior vice president of business operations at Zynga.

The promotion runs through July 15 or while supplies and codes last.



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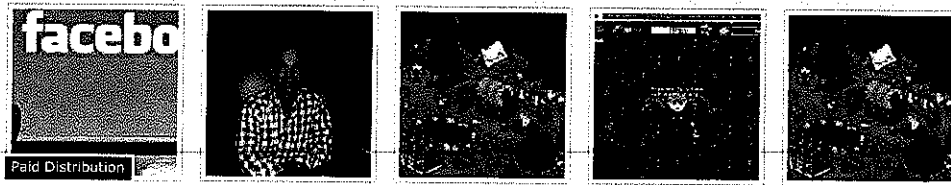
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Zynga was founded in July 2007 with the vision of connecting the world through games. Since then we've dedicated ourselves to making fun and social games for people to play with their friends and have...More»

Overview

LOCATION: San Francisco, CA, United States

INDUSTRY: Consumer Internet

EMPLOYEES: 712

TAGS: platform, game, network, Bebo, casual gaming, Facebook, social network, social, internet, Myspace, Fun, Farmville

Financials

LATEST FUNDING: Other - \$100M (06/2010)

INVESTORS: Google

Market

COMPETITORS: MyTopia, I-Jet Media, Playfish, iminlikewithyou, Social Gaming Network, Serious Business, Boonty, Team Moulin, Coolapps, HitGrab, Backstage Technologies, Ganymede, Shattered Reality Interactive, ROFLplay, PopCap Games, Gravity Bear, IGG INC, PlayMesh, Gambit, 6 Waves, Portalarium, Frosmo, Mingleplay Inc., LOLapps, CyberAgent America, CrowdStar, Zattikka, Mindjolt

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ABOUT THE AUTHOR, Dean Takahashi

Dean is lead writer for GamesBeat at VentureBeat. He covers video games, security, chips and a variety of other subjects. Dean previously worked at the San Jose Mercury News, the Wall Street Journal, the Red Herring, the Los Angeles Times, the Orange County Register and the Dallas Times Herald. He is the author of two books, Opening the Xbox and the Xbox 360 Uncloaked. Follow him on Twitter at @deantak, and follow VentureBeat on Twitter at @venturebeat.



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Impulse Magazine 2 months ago

This is a huge deal for them because the target audience that they are trying to reach will be over whelming

Like Reply

sd card 2 months ago

Consumers can win prizes by purchasing certain items and participate in at least one activity in a game that control the growth of a culture Farmville. If you do the activity, you can earn \$ 200 in virtual money Farmville.

Like Reply



smithmaria61 2 months ago

Consumers will be able to purchase specially marked products to receive a redemption code that can be used for a new, limited-edition virtual good in one of three Zynga hin Fit games.
ipad

Like Reply



Keith Katz 2 months ago

All the other gaming companies counting on sales of their existing prepaid cards in 7-Eleven must be pulling their hair out over this...

Like Reply



Rosemaryconnor 2 months ago

If they dont come out till June 1st then why did I see a yoville player with items from that offer already?? She had two refreshment coolers like a 7 11 a slushy machine and a hot dog machien. Oh also a gallon of milk and carton of juice both were as one. I would have never have known about this site till I asked her about where she got them cool items.Looks like it will be fun!

Like Reply



Alexia Anast 2 months ago

Everybody just needs more and more publicity these days, huh? Lol myspace.com/beautifulheroine <3
twitter.com/YerAngelOfMusic

Like Reply



anthony morrison 2 months ago

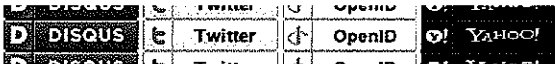
Well....I don't think it is nice move. Face book games like farm-ville and restaurant city are too boring from my point of view. And i think it just seems like marketing strategy as Alexia Anast.

anthony morrison

Like Reply

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REACTIONS

 **787toasted** 1 month ago


From Twitter via BackType

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 **mtom392** 2 months ago


From Twitter via BackType

Farmville in 7-Eleven. I'm loving it Zynga! <http://tiny.cc/qpakh>

 **melissaparfier** 2 months ago

From Twitter via BackType

Seriously?... RT @maryegilmore #FarmVille fans: buy a 7-Eleven Slurpee, Gain FarmVille points: <http://tinyurl.com/26hvr9c>

 **rzchen** 2 months ago

From Twitter via BackType

Actually heard this on the radio today - virtual/real world collides: Zynga, 7-Eleven to promote FB games in stores <http://bit.ly/9dVpax>

 **amitfulay** 2 months ago


From Twitter via BackType

Zynga, 7-Eleven tie up for game promotions: <http://bit.ly/bHZKz8>

 **maru2day** 2 months ago

From Twitter via BackType

Zynga, 7-Eleven to promote #Facebook games in stores | VentureBeat <http://bit.ly/aR5MTH> #Farmville

 **jackja** 2 months ago

From Twitter via BackType

Anyone fancy some Farmville-flavoured ice cream? <http://is.gd/cpYX2>

 **nadyajahan** 2 months ago

From Twitter via BackType

RT @VentureBeat Zynga, 7-Eleven to promote Facebook games in stores <http://bit.ly/9dVpax>

 **costamike** 2 months ago

From Twitter via BackType

Zynga cuts a big deal with 7-Eleven to promote its FB games offering virtual goods with retail's products
<http://ht.ly/1P2rO>

 **LocalBunnyDemo** 2 months ago

From Twitter via BackType

@LBdemo1 You're fired!!! Of course games are awesome. A bazillion people play games everyday. Go study up here... <http://bit.ly/bx2ORx>

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