

TRIANGULO DE ORO PROMOTION

OFFICIAL REGULATIONS.

The TRIANGULO DE ORO promotion shall be governed by the following rules and regulations. By participating in the promotion, participants acknowledge acceptance of these terms and conditions, including those limiting the liability of the organizers. In like manner, they accept to abide by the decisions of the organizers in any matters related to the promotion.

The awarding of any of the prizes shall be subject to compliance with any and all of the applicable laws and regulations, as well as the provisions of these regulations. The organizer reserves the right to disqualify and/or demand the return of the prizes awarded to those participants in direct or indirect non-compliance with the rules and conditions provided for herein.

FIRST. ELIGIBILITY FOR PARTICIPATION: With the exceptions to be provided for, all individuals and enterprises from the United States of America are allowed to participate in this promotion, except for employees, their spouses, parents and children of the participating company: TOSTADORA EL DORADO S.A., which acquire the sponsor product for their personal consumption or that of their family during

the term provided for this purpose, in the amounts and presentations stipulated in the present Regulations.

The participation of underage youth is not allowed.

The following people are not allowed to participate:

- A) Employees, executives and officers of the organizing company.
- B) Officers of any of the companies cosponsoring this promotion that, because of their position, would somehow influence the development of the promotion or awarding of prizes.
- C) Relatives up to the second degree of consanguinity or affinity of all of the above.
- D) No person living in the Republic of Costa Rica shall be allowed to participate, only those living in the United States of America.

SECOND. ORGANIZER: The Tostadora El Dorado S.A. company, corporate i.d. card number three - one hundred one - three hundred five thousand three hundred one (3-101-305301), is the organizer of the promotion and sole responsible for it before third parties.

THIRD. TERM: The term allowed for participation shall be from October 3, 2011 to March 31st, 2012.

Said term can be modified by the organizing company for reasons of convenience, opportunity or Act of God. In this event, the decision will be communicated through our web page.

FOURTH: HOW TO PARTICIPATE: It is mandatory for all eligible participants and per each purchase of products made through our web page: www.triangulodeoro.com, to fill out the form on the landing page on said web page with all requested data and send it. The more products you buy, the more possibilities you will have to win.

The person complying with all of the above conditions shall be deemed as a participant by the Organizer. It is mandatory for participants to provide true and correct information and ensure that data provided is sufficient to locate them.

Any inaccuracy preventing the identification or location of the participant shall result in his/her disqualification. The same consequence shall apply for the provision of false or inaccurate information. Any communication to be given in relation to the promotion shall be made in accordance with data indicated herein. By including his/her data, the participant states to be of legal age and guarantees to be authorized to participate on his behalf and enjoy the prize.

Any dispute between the participant and a third party in relation to the ownership of the prize will have nothing to do with the Organizer, regardless of its origin or cause of the product acquisition or any other aspect related to it or any other transaction the participant is involved in.

There shall be no limit as to the number of participations per person, provided all dispositions provided for in these regulations are complied with. The Organizer reserves the right to disqualify from the promotion and/or demand the return of prizes when there is well-founded reason to believe that the participant is not acquiring the products for his/her personal use or that of his/her family.

FIFTH: THE PRIZE:

The prize consists of two airplane tickets to Costa Rica, and do not include food, lodging or any other expenses.

Once the prize has been received to the satisfaction of the winner, the Organizer shall not be responsible for any additional expenses incurred by the winner or any damage or loss suffered as a result of its enjoyment, due to reasons not attributable to the organizer.

SIXTH. SELECTION OF WINNERS: A single electronic tombola draw will be carried out to choose the only winner. The draw will be carried out on the fourth of January, two thousand twelve, at the facilities of Tostadora El Dorado S.A., located in Calle Blancos, San José before a

Notary Public, and minutes will be taken and published on the same day on the www.triangulodeoro.com web page.

A fixed term of 15 natural days shall be stipulated to claim the price awarded. Once this term expires, if the winner has not claimed his/her price, he/she shall no longer be entitled to claim it or ask for any indemnity whatsoever. The organizer will dispose of said time at its discretion and convenience. Prizes will be awarded at the facilities of Tostadora el Dorado S.A, located in Calle Blancos, across the former Motorola offices.

Each potential participant shall be subject to verification on behalf of the Organizer, of all personal data and compliance with conditions. No participation shall be deemed as the winner until the eligibility of the participant, accuracy of the information provided and compliance of all other requirements provided for in these regulations have been verified.

SEVENTH. TERRITORY: This promotion shall be valid and in effect only within the United States of America.

EIGHTH. IMAGE RIGHTS: By participating in the promotion, participants acknowledge their consent to the use of their name, voice and image in television shows, publications and other advertising means, and to all material to be disclosed for promotional

purposes on behalf of the Organizer in relation to the promotion, during and after the term assigned to it.

NINTH: REPSONSIBILITY OF THE ORGANIZERS: The Organizer shall only be responsible for delivering the prize provided for in the regulations and their application. The winner shall be responsible for the use and enjoyment of the prize. By participating, participants hold the Organizer, cosponsors, affiliated companies and anyone involved in this promotion, as well as its directors, executives, employees, representatives or agents, harmless against damages arising directly or indirectly as a consequence of participation in the promotion, or resulting directly or indirectly from their acceptance, claim or possession of the prize, or the fact of their identity being made public for winning or participating in the promotion.

TENTH. SUSPENSION OF THE PROMOTION:

Organizers reserve the right to suspend the promotion temporarily or definitely due to of Act of God in case the existence of fraudulent anomalies or irregularities is proven in the selection of participants or the awarding of prizes. Also in the case of altered documents or information regarding the winner, as well as deceit, fraud, forgery hindering the normal performance of the promotion. In the event any of the above happens, the Organizer shall be entitled to take legal action it might deem appropriate.

ELEVENTH. RELATIONSHIP BETWEEN THE PARTIES: None of the stipulations in this promotion shall be deemed as builder of a relationship between the parties other than the one arising during the normal course of business. No participant or winner of the promotion will acquire the condition of employee representative or agent of the company just by participating or winning. Once the obligations provided for in the regulations, the relationship between the parties will be terminated.

TWELFTH. QUESTIONS: Any doubt or question in relation to the scope and construction of the present regulations shall be addressed by phone by calling (506) 22477953, or through Skype a Triángulo de Oro Coffee or email to aforero@cafedorado.com. Answer to these questions shall not imply a modification, in whole or in part, of these regulations or waiver thereof.