

**TACO BELL 2012 MLB® WORLD SERIES® PROMOTION (the
"Promotion") "STEAL A BASE, STEAL A TACO"
TERMS AND CONDITIONS**

**Redemption Date for this location is December 11,
2012.**

EVENT: Taco Bell Corp. ("Taco Bell" or "Sponsor") is tapping into the national pastime to help fans live más: During any game of the 2012 World Series championship (the "Games"), currently scheduled for Wednesday, October 24, 2012, Thursday, October 25, 2012, Saturday, October 27, Sunday, October 28, 2012, Monday, October 29, 2012 (if necessary), Wednesday, October 31, 2012 (if necessary), Thursday, November 1, 2012, (if necessary). Games and/or event dates and times determined in the sole discretion of the Office of the Commissioner of Baseball, and/or Major League Baseball Properties, Inc., as applicable, and are subject to change. For purposes of this Promotion, an eligible "stolen base" is defined as a base stolen during regulation or extra innings play and is subject to the determination/designation of the official Major League Baseball scorekeeper as an official stolen base. If a base is stolen during regulation or extra innings play by any player for either team during any of the Games, Taco Bell will offer every person in the U.S. the opportunity to obtain one (1) free Doritos Locos Taco (the "Free Taco") (Approximate Retail Value of each Free Taco: \$1.29, prices may vary) at participating Taco Bell® restaurants in the United States on the date designated herein, while supplies last. Any attempt at a stolen base which does not result in an official stolen base, as defined herein, will not trigger the Free Taco offer. No product substitution, cash redemption or alternative will be allowed. Limit one (1) Free Taco per person, regardless of how many bases are stolen during the Games. In the event the Games are not played on October 24 through November 1, 2012, the offer will be good for any dates the Games of the 2012 MLB World Series are played. The Promotional Parties (defined below) will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any Major League Baseball game, event or exhibition.

ELIGIBILITY: No Purchase Necessary. This Promotion is open to residents of the fifty (50) United States and the District of Columbia only. Void in all other territories, possessions, commonwealths and all other countries. Void where prohibited.

SPONSOR: Taco Bell Corp., 1 Glen Bell Way, Irvine, CA 92618. .

HOW TO OBTAIN A FREE TACO: If an eligible base is stolen during the Games, Taco Bell will make an announcement through selected media channels, including a press release and its web site (www.tacobell.com), that eligible consumers can obtain one Free Taco on Tuesday, October 30, 2012 (if base is stolen in Games 1-4 on October 24, 25, 27 or 28) OR Monday, November 5, 2012 (if base is stolen in Games 5-7, October 29, 31 or November 1) ("Redemption Date") only. To obtain the Free Taco, consumers must visit any participating Taco Bell® restaurant in one of the fifty (50) United States or the District of Columbia between 2:00 p.m. and 6:00 p.m. (local time) on the Redemption Date only and request a free Doritos Locos Taco. Free Tacos will not be offered on any other date or time, regardless of circumstance. Limit one (1) Free Taco per person. Participating Taco Bell restaurant manager reserves the right to deny Free Taco to any person he/she reasonably believes has already received a Free Taco or has engaged in any other fraudulent activity. All eligible consumers: Everyone in line

at a participating Taco Bell restaurant before 6:00 p.m. local time on the Redemption Date will receive a Free Taco, while supplies last. Free Taco offer is subject to store availability and Taco Bell reserves the right to substitute an item of equal or greater value due to unavailability. All restaurant managers' decisions are final regarding to Free Taco offer. As a condition of the offer, each consumer agrees: (a) to release, and hold harmless Major League Baseball Properties, Inc., Major League Baseball Enterprises, Inc., Major League Baseball Properties Canada Inc., MLB Japan Co., Ltd., Major League Baseball Europe, Ltd., MLB Advanced Media, Inc., MLB Advanced Media, L.P., MLB Media Holdings, Inc., MLB Media Holdings, L.P., MLB Online Services, Inc., The MLB Network, LLC, the Office of the Commissioner of Baseball, the Major League Baseball Clubs, and their respective subsidiary or affiliated companies, and each of their respective shareholders, employees, parents, directors, officers, affiliates, representatives, agents, successors, and assigns (hereinafter, "MLB Entities"), Sponsor and each of their respective affiliates, subsidiaries, retailers, sales representatives, distributors and franchisees, and each of their officers, directors, employees and agents ("Promotional Parties"), from any and all claims, demands, losses, promises, causes of action, injuries, damages and/or liabilities, that may arise, directly or indirectly, in whole or in part, from the participation in this Promotion or from the receipt or use or misuse of the Free Taco, or any travel or activity related to the receipt or use of the Free Taco (b) under no circumstances will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, special, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Promotion or any Free Taco or any advertising, marketing, promotion or publicity materials in connection therewith, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. By participating, each consumer agrees that all issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, consumer's rights and obligations, or the rights and obligations of the Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules.

By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts for Irvine, California.

Taco Bell is an official sponsor of Major League Baseball Properties, Inc. Major League Baseball trademarks and copyrights used with permission of Major League Baseball Properties, Inc. and/or MLB Advanced Media, L.P., as applicable. This Promotion is not produced, sponsored or executed by any MLB Entity.

END OF TERMS AND CONDITIONS