



FAN SWEEPSTAKES

NO PURCHASE NECESSARY. VOID OUTSIDE THE ELIGIBLE STATES LISTED BELOW. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING. All federal, state and local laws and regulations apply.

ELIGIBLE STATES: Iowa, Illinois, Indiana, Kansas, Minnesota, Missouri, Nebraska, South Dakota, and Wisconsin

PROMOTION DATES: Promotional Start Date: September 1, 2009 Promotional End Date: October 31, 2009 Drawing Date: November 10, 2009

ELIGIBILITY: Winners must be legal residents of an eligible state and at least 18 years old at time of participation. Employees, officers, and directors of Mars, Inc., Casey's General Stores, affiliated and subsidiary companies, promotional partners, advertising and promotional agencies, and members of any of the above immediate family or household members of such employees, officers, and directors are not eligible.

HOW TO ENTER: Complete an official entry at www.caseys.com. Limit one entry per day. Entries must be complete and full to be valid.

THE DRAWING: Once all entries are collected, the winners will be selected by random drawing conducted by Casey's in Ankeny, Iowa. Winner will be notified by phone number and/or mail within one week of the drawing (November 10, 2009): if after a reasonable number of attempts, contact is not made with the winner, prize will be forfeited and an alternate winner selected. Winner will be required to sign an affidavit of eligibility and release of publicity/liability within 4 days of notification or prize will be forfeited. Prize will be awarded upon receipt of affidavit and verification of prize winner.

PRIZE: Flight to Miami, Florida, hotel accommodations and two tickets to the Super Bowl XLIII in Dolphin Stadium. Prize brands/trademarks are the property of their respective owners and are used with permission; no endorsement or approval of the of the promotion by the mark owners is expressed or implied.

AWARD OF PRIZE: Prize will be awarded between 11/10/09 and 12/11/09. Unclaimed prize will not be awarded. Mars, Inc., and Casey's General Store reserves the right to substitute prize with it cash equivalence or with similar items of like value should a prize become unavailable or if the winner legally resides on a U.S. overseas military base.

General Conditions: By participating, you accept and agree to abide by these Official Rules and all decisions of Mars, Inc., and Casey's General Stores, including their independent judging and administration organizations, which are final and legally binding in all respects. With the exception of the cash option offered in lieu of the prize, no other substitution of prize is offered, no transfer of all or any part of prize to a third party permitted. In the event that a prize cannot be awarded for any reason or winner is not capable of redeeming prize for any reason, then neither Mars, Inc. or Casey's General Stores shall be obligated to award any prize and Mars, Inc., and Casey's receives the right whether or not to substitute the prize (or portion of prize) with a prize comparable or greater value or cash value. All prize details not specifically described herein will be determined by Mars, Inc. If more than the stated number of prizes are available and/or claimed, Mars Inc., and Casey's General Stores reserve the right to award the prizes in such category by random drawing from among eligible prize claimants in such prize category. Non-compliance with these Official Rules may result in disqualification. By participating in this Promotion, you hereby release Mars, Inc., and Casey's General Stores, and all of their respective parents, affiliates and subsidiary companies, advertising and promotions agencies and all of their respective employees, officers, shareholders, directors and agents from (i) any and all liability, loss, harm, damage, cost or expense, including, but not limited to, all reasonable counsel fees and court costs incurred, property damage, personal injury and/or death; (ii) anything related to the production, promotion, or execution of this promotion (or your participation therein); (iii) that which may occur in connection with acceptance and/or use of the prize or while participating in or traveling to any promotion-related activity. Acceptance of any prize constitutes permission for Mars, Inc., Casey's General Stores, and its designees to use winner's name and/or likeness for purposes of advertising and trade in any medium, without further compensation, unless prohibited by law.

LIMITATIONS OF LIABILITY: Mars, Inc., and Casey's General Stores reserves the right to disqualify any individual found to be tampering with the operation of the promotion, to be acting in violation of the Official Rules; or to be acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. If, for any reason, the promotion is not capable of running as planned by reason of, but not limited to unauthorized intervention, fraud, technical failures, or any other causes which Mars, Inc., and Casey's General Stores deems could corrupt or affect the fairness of this Promotion, Mars, Inc., and Casey's General Stores reserves the right to cancel, modify, or suspend the promotion. **IN NO EVENT WILL MARS, INC. OR CASEY'S GENERAL STORES BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, CLAIMS, ACTIONS, DAMAGES, LOSSES, OR LIABILITY OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES RESULTING FROM OR ARISING FROM YOUR PARTICIPATION IN, OR THE PRODUCTION, PROMOTION OR ADMINISTRATION OF THE PROMOTION OR ACCEPTANCE, POSSESSION, USE, MISUES, OR NONUSE OF THE PRIZE THAT MAY BE AWARDED. WITHOUT LIMITING THE FOREGOING, ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT, SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSION, CAUTION: ANY ATTEMPT BY A USER OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, MARS, INC. RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**