

ESTTA Tracking number: **ESTTA291523**

Filing date: **06/24/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91177807
Party	Plaintiff 7-Eleven, Inc.
Correspondence Address	Charles R. Mandly, Jr. Foley & Lardner LLP 321 North Clark Street Chicago, IL 60610 UNITED STATES cmandly@foley.com, cfochler@foley.com, ptomailchicago@Foley.com, dcopland@foley.com
Submission	Motion for Summary Judgment
Filer's Name	Jason A. Berta
Filer's e-mail	PTOMailChicago@foley.com,cmandly@foley.com,jberta@foley.com,dcopland@foley.com,jolsen@foley.com
Signature	/JasonBerta/
Date	06/24/2009
Attachments	Motion for Summary Judgement.pdf (3 pages)(19354 bytes) Memorandum in Support.pdf (25 pages)(261965 bytes) Notice of Filing Confidential Declaration.pdf (2 pages)(14063 bytes) Brody Declaration and Exhibits.pdf (231 pages)(10006251 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

7-ELEVEN, INC.,)	
)	
Opposer,)	
)	
v.)	Opposition No. 91177807
)	
SUSAN B. BUCENELL,)	Serial No. 78/916,143
)	
Applicant.)	

OPPOSER’S SUMMARY JUDGMENT MOTION

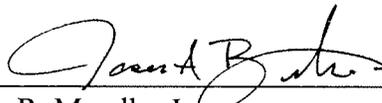
In accordance with Rule 2.127(A) of the Trademark Rules of Practice and Rule 56 of the Federal Rules of Civil Procedure, opposer, 7-Eleven, Inc. (“7-Eleven”), moves for summary judgment on its Sections 2(d) opposition claim against application Serial Number 78/916,143 filed by applicant, Susan B. Bucenell (“Applicant”). As good cause for the requested relief, 7-Eleven believes that there are no genuine issues of material fact which preclude judgment as a matter of law on 7-Eleven’s Section 2(d) opposition claim.

A Memorandum of Law and Fact, Declaration of Jean M. Olsen, Declaration of Evan Brody, and Confidential Declaration of Evan Brody (filed under seal) are filed concurrently herewith in support of this motion.

For the reasons set forth in the accompanying Memorandum, 7-Eleven respectfully requests that judgment be entered as a matter of law against Applicant, and that the subject application be denied.

FOLEY & LARDNER LLP

Date: June 23, 2009



Charles R. Mandly, Jr.
David A. Copland
Jason A. Berta
321 North Clark Street, 28th Floor
Chicago, Illinois 60654

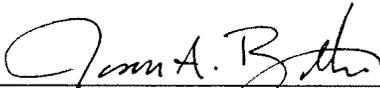
Telephone: 312-832-4500
Facsimile: 312-832-4700

Attorneys for Opposer,
7-Eleven, Inc.

CERTIFICATE OF SERVICE

I, Jason A. Berta, counsel for Opposer, hereby certify that a copy of OPPOSER'S SUMMARY JUDGMENT MOTION and supporting Memorandum of Law and Facts, together with Declaration of Jean M. Olsen and exhibits, Declaration of Evan Brody and exhibits, Confidential Declaration of Evan Brody with exhibit, and the Notice of Filing of Confidential Declaration of Evan Brody, was served on this 23rd day of June, 2009 via first class mail, postage prepaid, upon Applicant at:

Susan B. Bucenell
30623 Bittsbury Ct.
Wesley Chapel, FL 33543-3921



Jason A. Berta

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

7-ELEVEN, INC.,)	
)	
Opposer,)	
)	
v.)	Opposition No. 91177807
)	
SUSAN B. BUCENELL,)	Serial No. 78/916,143
)	
Applicant.)	

**MEMORANDUM IN SUPPORT OF
OPPOSER’S SUMMARY JUDGMENT MOTION**

I. STATEMENT

Opposer, 7-Eleven, Inc. (“7-Eleven”), files this memorandum of law in support of its summary judgment motion filed against applicant, Susan B. Bucenell (“Applicant”). For the reasons set forth below, there is no genuine issue of material fact which would preclude a finding that Applicant’s trademark HEALTHY GULP for “pet beverages, namely vitamin, mineral, and supplement enriched flavored and plain purified bottled water for cats and dogs” is confusingly similar to 7-Eleven’s various registered and common law GULP Marks (as defined herein) for, *inter alia*, soft drinks, as well as for beverage containers and other goods, in violation of Section 2(d) of the United States Trademark Act of 1946, 15 U.S.C. § 1052(d). Consequently, 7-Eleven is entitled to judgment as a matter of law.

In support of this motion, concurrently herewith 7-Eleven has filed the following: (i) Declaration of Evan Brody with supporting exhibits (hereinafter “Brody Decl.”); (ii) Confidential Declaration of Evan Brody with supporting exhibit (hereinafter “Confidential Brody Decl.”); and (iii) Declaration of Jean M. Olsen with supporting exhibits (hereinafter “Olsen Decl.”).

II. FACTS

A. **7-Eleven and Its GULP Products**

Applicant admits that, for decades, and since long prior to Applicant's June 24, 2006 application date, 7-Eleven has been engaged in the business, *inter alia*, of offering convenience store services and products, to the general public throughout the United States. *Compare* Notice of Opposition ¶ 1, with Answer ¶ 1. Among the wide array of convenience goods and services sold by 7-Eleven are groceries, household supplies, pet food and treats, and prepared foods and beverages. Brody Decl. ¶ 2. Since at least as early as February 1978, 7-Eleven has sold soft drinks under the mark BIG GULP. Brody Decl. ¶ 3; *see also* Olsen Decl. ¶ 2 & Ex. 1.¹ 7-Eleven's BIG GULP beverages immediately were a success and quickly became a 7-Eleven signature product. Brody Decl. ¶ 3.

To capitalize upon the great success of its BIG GULP beverage product, over the years, 7-Eleven has adopted and used multiple marks with the common "gulp" element, including, *inter alia*, GULP, SUPER BIG GULP, DOUBLE GULP, CAR GULP, X-TREME GULP, and MINI GULP (collectively hereinafter "GULP Marks") for soft drinks. Brody Decl. ¶ 4.² Although most GULP Marks beverage products are sold in cups and similar beverage containers, *see id.* ¶ 5 and Exs. 1 & 2, 7-Eleven also has sold bottled beverages, including BIG GULP branded soft drinks and WATER GULP branded water. *See id.* ¶ 6 & Ex. 3.

Since 1978, 7-Eleven has sold many hundreds of millions of dollars of beverage products under its GULP Marks, and since at least as early as 1997, 7-Eleven's average annual sales for such products are approximately \$100,000,000. *Id.* ¶ 9. 7-Eleven's GULP Mark beverages have been so successful that they long have been synonymous with 7-Eleven. *Id.* ¶ 10; *see also infra* at 10-16.

¹ 7-Eleven's use of its BIG GULP mark for soft drinks, beverage containers and other goods prior to Applicant's June 24, 2006, filing date, is admitted. *Compare* Notice of Opposition ¶ 2, with Answer ¶ 2.

² 7-Eleven's use of its GULP Marks for soft drinks, beverage containers and other goods prior to Applicant's June 24, 2006, filing date, is admitted. *Compare* Notice of Opposition ¶ 2, with Answer ¶ 2.

For years, 7-Eleven has used its GULP Marks on a variety of promotional products including, *inter alia*, throwing discs, shirts, caps and reusable beverage containers. Brody Decl. ¶ 7 & Ex. 4.

In recent years, to further capitalize on the great fame and success of its other GULP Marks branded products, 7-Eleven has extended its use of the GULP Marks beyond beverages, beverage containers and related promotional goods. For example, prior to the Applicant's June 2006 filing date, 7-Eleven offered fresh fruit salads under the mark FRUIT GULP, candy under the mark GUMMI GULP, and salty snacks under the mark SNACK GULP. Brody Decl. ¶ 11 & Ex. 6.

Since 1978, 7-Eleven has incurred many millions of dollars in costs to advertise and promote its GULP Marks branded goods. Brody Decl. ¶ 8. Often, one or more GULP Marks branded products are promoted together. *Id.* ¶ 8 & Ex. 5.

Since as least as early as the 1980s, 7-Eleven has advertised its GULP Marks via radio and television. *See* Brody Decl. at ¶ 14. & Ex. 9. Since at least as early as the 1970's, 7-Eleven also has advertised and promoted its GULP Marks branded products through point of purchase and other store displays. *See id.* ¶ 12 & Exs. 5, 7. Since at least as early as the 1990's, 7-Eleven also has advertised and promoted its GULP Marks branded products via the Internet. *See id.* ¶ 15 & Ex. 9. For years 7-Eleven has also promoted its GULP Marks products through out of door media, such as billboards, and displays on public transportation such as buses and bus shelters. *Id.* ¶ 16.

It is admitted that 7-Eleven has registered a number of its GULP Marks with the United States Patent and Trademark Office, including the following:

MARK	REG. NO.	REG. DATE	GOODS
BIG GULP	1,110,172	12/26/1978	Soft drinks for consumption on or off the premises
SUPER BIG GULP	1,470,871	12/29/1987	Soft drinks for consumption on or off the premises
DOUBLE GULP	1,566,263	11/14/1989	Soft drinks for consumption on or off the premises

MARK	REG. NO.	REG. DATE	GOODS
DOUBLE GULP (stylized)	1,615,968	10/2/1990	Soft drinks for consumption on or off the premises
GULP	1,586,016	3/6/1990	Soft drinks for consumption on or off the premises
BIG GULP FLAVOR SHOT ³	2,749,708	8/12/2003	Soft drinks and syrups or concentrates added to soft drinks for consumption on or off the premises
BIG GULP SODA FLOAT ⁴	2,997,248	9/20/2005	Soft drinks containing ice cream for consumption on or off the premises
CAR GULP	2,494,955	10/2/2001	Reusable plastic cups; soft drinks for consumption on or off the premises
X-TREME GULP 7-ELEVEN & Design	2,528,578	1/8/2002	Beverage containers, namely, mugs; soft drinks for consumption on or off the premises
PRO CAR GULP	2,928,007	2/22/2005	Reusable plastic cups; soft drinks for consumption on or off the premises
BIG GULP	3,076,786	4/4/2006	Confectionery products, namely candy
TEAM GULP	3,082,886	4/18/2006	Beverage containers, namely, reusable plastic cups, plastic sports and squeeze bottles sold empty

Compare Notice of Opposition ¶ 6, with Answer ¶ 6; see also Olsen Decl. ¶¶ 2-13 & Exs. 1-12.

Applicant further admits that these registrations are valid, subsisting and owned by 7-Eleven, and that Registration Numbers 1,110,172, 1,470,871, 1,566,263, 1,586,016 and 1,615,968 are now incontestable in accordance with Sections 15 and 33(b) of the Trademark Act, 15 U.S.C. §§ 1065 & 1115(b). Compare Notice of Opposition ¶ 6, with Answer ¶ 6; see also Olsen Decl. ¶¶ 2-6 & Exs. 1-5.

Applicant admits that since long prior to her June 24, 2006 application date, 7-Eleven has owned a family of “Gulp” marks for its aforesaid products. Compare Notice of Opposition ¶ 8, with Answer ¶ 8.

³ “Flavor shot” disclaimed.

⁴ “Soda float” disclaimed.

7-Eleven's GULP Marks branded beverages are typically sold at 7-ELEVEN stores for relatively inexpensive prices. Prices can vary by region, but representative retail prices for fountain beverages sold under the GULP Marks are \$0.89 for a 20 ounce fountain beverage or \$1.39 for a 64 ounce fountain beverage. Brody Decl. ¶ 17.

As previously noted, among the mix of products sold through 7-ELEVEN branded stores are pet products, including dog food, cat food, pet treats, and cat litter. *See* Brody Decl. ¶ 18; *see also* Olsen Decl. ¶¶ 22-28 & Exs. 21-24. During the period 2000 through 2008 alone, 7-Eleven's average annual sales of pet products was well in excess of \$10,000,000. *See* Brody Decl. ¶ 18.

B. Applicant and Her HEALTHY GULP Product

On June 24, 2006, Applicant filed an intent to use application (Serial Number 78/916,143) for the mark HEALTHY GULP for "pet beverages, namely vitamin, mineral, and supplement enriched flavored and plain purified bottled water for cats and dogs" (hereinafter "Pet Beverages"). *Compare* Notice of Opposition ¶ 10, *with* Answer ¶ 10. Applicant adopted her HEALTHY GULP mark with full knowledge of 7-Eleven and its GULP Marks. *See* Olsen Decl. ¶ 14, Ex. 13 at 3, Interrogatory Response 12 (Applicant's letter to Opposer's counsel of Jan. 9, 2008).

Applicant made no use of the mark HEALTHY GULP prior to June 24, 2006, and as of June 24, 2006 had not sold any products intended for use with the HEALTHY GULP mark. Olsen Decl. ¶ 14, Ex. 13 at 1, Document Request Responses 4 & 5 (Applicant's letter to Opposer's counsel of Jan. 9, 2008) ("product sales did not commence until the 4th quarter of 2007"). Applicant's first use of the HEALTHY GULP mark was not until late 2007. *Id.* As of May 2008, Applicant's sales activities included offering goods for sale on Applicant's own Internet website and through the website of a third party (*i.e.*, eBay). Olsen Decl. ¶ 15, Ex. 14 at 3, answer to Interrogatory No. 3 (Applicant's interrogatory answers); *id.* ¶ 17, Ex. 16 at 1, responses to Interrogatory No. 4 and Document Request No. 5 (Applicant's letter to

Opposer's counsel of May 19, 2008). Applicant's application does not limit the channels of trade through which the applied for goods would be offered for sale.

Pet Beverages such as those sold by Applicant, are inexpensive goods, costing less than \$2 per 20 ounce bottle. *See* Olsen Decl. ¶ 32, Ex. 28 (third party product). Applicant offers her HEALTHY GULP product at \$10.49 for a package of eight 20-ounce bottles, or about \$1.31 per 20-ounce bottle. *See* Olsen Decl. ¶ 21, Ex. 20 (Applicant's website).

III. ARGUMENT

A. Summary Judgment Standard

Summary judgment should be granted where the moving party establishes an absence of a genuine issue of material fact and that he or she is entitled to judgment as a matter of law. *See Anderson v. Liberty Lobby, Inc.*, 477 U.S. 242, 247-48 (1986). Upon the moving party's *prima facie* showing of entitlement to summary relief, the non-moving party may not rest on mere denials or conclusory assertions, but rather must present specific facts showing a genuine issue for trial. *See Celotex Corp. v. Catrett*, 477 U.S. 317, 322-23 (1986). In determining whether there is a genuine issue of material fact which would preclude the grant of summary judgment, the Board must look to the controlling substantive law. *See Anderson*, 477 U.S. at 248.

B. 7-Eleven's Section 2(d) Claim

In order to prevail upon its Section 2(d) claim, 7-Eleven must establish that it is the owner of valid trade identity rights in its GULP Marks, that, *vis-à-vis* Applicant's HEALTHY GULP mark, 7-Eleven's GULP Marks have priority, and that Applicant's use of its HEALTHY GULP mark would be likely to cause confusion with one or more of 7-Eleven's GULP Marks. *See, e.g., Calvin Klein Industries, Inc. v. Calvins Pharms., Inc.*, 8 U.S.P.Q.2d 1269, 1270 (T.T.A.B. 1988). For the reasons set

forth below, there are no genuine issues of material facts as to either element of 7-Eleven's Section 2(d) claim, and judgment should be entered thereon as a matter of law.

1. 7-Eleven's Ownership and Priority of its GULP Marks

Trademark rights are created by use of, *inter alia*, a word to identify the source of goods. *See, e.g., Hanover Milling Co. v. Metcalf*, 240 U.S. 403, 413 (1916). Applicant admits 7-Eleven's use of its GULP Marks for soft drinks, beverage containers and other goods since long prior to her June 24, 2006 filing date. *Supra* at n.2. Applicant's admission is fully corroborated by 7-Eleven's submission of substantial evidence of its use of its GULP Marks for decades. *See supra* at 2-3.

Applicant further admits that 7-Eleven owns multiple federal trademark registrations for a number of its GULP Marks (including several incontestable federal registrations). *See supra* at 3-4. Such registrations constitute prima facie evidence of the validity of the mark and of the registrant's exclusive right to use the mark on the goods specified in the registration. *See* 15 U.S.C. §§ 1057(b), 1115(a).

In addition to establishing that it owns the individual GULP Marks, 7-Eleven also has established its ownership of a family of GULP trademarks. "A family of marks is a group of marks having a recognized common characteristic, wherein the marks are composed and used in such a way that the public associates not only the individual marks, but the common characteristic of the family, with the trademark owner." *J & J Snack Foods Corp. v. McDonald's Corp.*, 932 F.2d 1460, 1462, 18 U.S.P.Q.2d 1889, 1891 (Fed. Cir. 1991). The Board has previously found that 7-Eleven owns a family of GULP Marks. *7-Eleven, Inc. v. Wechsler*, 83 U.S.P.Q.2d 1715, 1720 (T.T.A.B. 2007) ("Opposer's 'Gulp' family of marks consists of the word 'Gulp' and the word 'Gulp' preceded by a modifying adjective (*e.g.*, Big, Super Big, Double, X-Treme, etc.)."). Moreover, Applicant admits that "[s]ince long prior to June 24, 2006, 7-Eleven has owned a family of 'Gulp' marks for[, *inter alia*, soft drinks, beverage containers, and candy]." *Compare* Notice of Opposition ¶ 8, with Answer ¶ 8.

7-Eleven's ownership of a family of GULP trademarks is fully corroborated by the record, including:

(i) 7-Eleven has advertised two or more GULP Marks branded products together. *Supra* at 3. Such advertising strongly evidences the existence of a GULP family of marks. *See, e.g., J & J Snack Foods Corp.*, 932 F.2d at 1462-63, 18 U.S.P.Q.2d at 1891-92.

(ii) The record further shows that, as reflected in media references, the public understands the relatedness of GULP Marks branded goods offered by 7-Eleven. *See infra* at 10-16; *see also 7-Eleven, Inc.*, 83 U.S.P.Q.2d at 1720. This is particularly true because in numerous instances, the media has referred to fictitious "Gulp" marks in connection with articles about 7-Eleven, which references would be unintelligible but for the strong public association of the "Gulp" element with 7-Eleven.⁵

Consequently, 7-Eleven's ownership of, and priority for, its individual GULP Marks, as well as a family of GULP trademarks, is conclusively established.

2. Likelihood of Confusion

In determining the issue of likelihood of confusion, the Board should consider a number of factors including, *inter alia*, similarity of the respective marks, relatedness of the respective goods, the

⁵ For example:

(i) In an article dealing with the purported excesses: "Until that day comes, expect to see the *Quadruple Gulp* and the Triple Big Bite at a 7-Eleven near you." McCarthy, "Americans Biting Off More Than They Should," *Scripts Howard News Service* (Nov. 20, 1998) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 219.

(ii) Satirizing corporate arena sponsorship: "The 7-Eleven *Slurpee Park*. Basketball and hockey games now last a mere 15 minutes without timeouts, so you can get home faster. Concessions feature the new 192-ounce *Gargantuan Gulp* for a mere \$1.50 (friendly employees will assist you in carting the drink back to your seat)." Philpot, "Name that Arena," *Fort-Worth Star-Telegram* (Mar. 27, 1999) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 177.

(iii) Commenting on changing food tastes: ". . . a chopstick that came with his 7-Eleven *sushi (Raw Gulp)*." Ostler, "A Mini-Mart's Big, New Ideas," *San Francisco Chronicle* (Sept. 28, 2000) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 61.

marketing channels for the respective goods, and the fame of the senior user's mark. *See, e.g., In re DuPont DeNemours & Co.*, 476 F.2d 1356, 1361, 177 U.S.P.Q. 563, 567 (C.C.P.A. 1973). A determination of likelihood of confusion is the ultimate legal conclusion based upon the weighing of the pertinent *DuPont* factors. *See, e.g., Giant Foods, Inc. v. Nation's Foodservice, Inc.*, 710 F.2d 1565, 1569, 218 U.S.P.Q. 390, 394 (Fed. Cir. 1983).

In determining the issue of likelihood of confusion, the Board's determination is to be guided by the principle that:

. . . a newcomer . . . has both the opportunity and the obligation to avoid confusion, and if he fails to do so by adopting a mark similar to one used by another for the same or closely related goods . . ., he does so at his own peril, all doubt on the issue of likelihood of confusion is resolved against him.

Money Station, Inc. v. Cash Station, Inc., No. 95-1240, 70 F.3d 1290, 38 U.S.P.Q.2d 1150, 1153 (Fed Cir. 1995) (mem. opinion); *see also Kimberly-Clark Corp. v. H. Douglas Enterprises, Ltd.*, 774 F.2d 1144, 1147, 227 U.S.P.Q. 541, 543 (Fed. Cir. 1985).

a. 7-Eleven's GULP Marks are Strong

Each of 7-Eleven's GULP Marks are inherently distinctive. Such inherent distinctiveness is evidenced, *inter alia*, by issuance of numerous federal registrations, *see supra* at 3-4; for individual GULP Marks without either pertinent disclaimer or proof of secondary meaning. *See Toro Co. v. ToroHead Inc.*, 61 U.S.P.Q.2d 1164, 1177 (T.T.A.B. 2001).

7-Eleven's GULP Marks also have strong acquired distinctiveness, and have had such since long before Applicant's June 2006 priority date. Such strength is clearly shown by, *inter alia*, 7-Eleven's use of its marks over a period spanning four (4) decades, *supra* at 2-3,⁶ coupled with enormous sales and

⁶ 7-Eleven's use of its GULP Marks since "long prior to June 24, 2006," is admitted. *Compare* Notice of Opposition ¶ 2, *with* Answer ¶ 2.

extensive advertising and marketing of 7-Eleven's GULP Marks branded goods, *supra* at 2-3. *See, e.g., Clinton Detergent Co. v. Procter & Gamble Co.*, 302 F.2d 745, 748, 133 U.S.P.Q. 520, 523 (C.C.P.A. 1962) (substantial sales evidence); Trademark Manual of Examining Procedure §§ 1212.06(a) & (b) (5th ed. Sept. 2007) (hereinafter "T.M.E.P."). The results of this tremendous commercial success is clearly reflected in market research. As early as 1990, market research established that 7-Eleven's BIG GULP mark for beverages enjoyed unaided public awareness of 76% and aided awareness of 100%. Confidential Brody Decl. ¶ 2, Ex. 10 at 9-10.⁷ The strength of 7-Eleven's GULP Marks also is evidenced by the admitted fact that 7-Eleven owns a family of GULP trademarks. *See Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333, 1338, 57 U.S.P.Q.2d 1557, 1560 (Fed. Cir. 2001) (admitted family of marks supports implicit finding as to strength).

Indeed, it is clear from the record that 7-Eleven's GULP Marks have not merely become highly distinctive, but in fact are truly famous, and have been so since long prior to June 2006. In addition to the previously described evidence, such fame is clearly seen in media references to 7-Eleven's GULP Marks branded products. *See, e.g., In re Northland Aluminum Products*, 777 F.2d 1556, 1559, 227 U.S.P.Q. 961, 963 (Fed. Cir. 1985) ("Evidence of the public's understanding of [a] . . . term may be obtained from any competent source, such as . . . dictionaries, newspapers and other publications.").

As early as 1982, *The Washington Post* could report, "The [7-Eleven] stores, *famous for soft drinks called Slurpees and Big Gulp*, are replacing traditional mom and pop operations and are becoming the neighborhood corner store." Latimer, "Coalition Seeks to Stop Planned 7-Eleven in Woodridge," *Washington Post* (Sept. 15, 1982) (emphasis added) Olsen Decl. ¶ 47, Ex. 43 at 462, *see also id.* Ex. 43 at 116, 209, 291, 323. According to another report, "[T]he *Big Gulp* . . . [the] *ubiquitous 32-ounce drink from 7-Eleven has become a common trademark alongside words like Xerox and Kleenex.*" McCarthy,

⁷ This study was conducted among 200 respondents in five geographically remote states with both 7-Eleven and non-7-Eleven customers. Confidential Brody Decl. ¶ 2, Ex. 10 at 5-6.

“Americans Biting Off More Than They Should,” Scripts Howard News Service (Nov. 20, 1998) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 220; *see also id.* Ex. 43 at 208, 214. A more recent report stated, “[T]he company that pioneered the convenience store concept nearly 80 years ago by selling ice, milk, bread and other consumables . . . established sub-brands like Slurpee and *Big Gulp* that have grown into ‘icon’ status.” Quackenbush et al., “Colossal Success: Despite its Size, 7-Eleven, Inc. Employs the Grace, Speed to Market and Creative Thinking Often Seen in Aggressive Start-Ups,” *Convenience Store Decisions* (Nov. 2005) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 528; *see also* Donahue, “A Comfortable Friend,” *Convenience Store Decisions* (Nov. 1, 2005) (“7-Eleven has become the face of the convenience store industry; for many, the green, red and orange logo has become synonymous with convenience, not to mention ‘icon’ brands like Slurpee and *Big Gulp*.”), Olsen Decl. ¶ 47, Ex. 43 at 527.

Other highlighted representative examples of print media references evidencing the fame of the GULP Marks include the following:

(i) “The 7-Eleven *Big Gulp* has become the gold standard for cup holders; if your cup holder can hold the *Big Gulp*, it can hold anything. Jewett, “Car Cup Capers Continue With Icy/Hot Option,” *Automotive News* (May 13, 1996) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 435; *see also id.* Ex. 43 at 98, 155, 200, 239, 252, 315, 375, 379, 419, 431, 465. “Mini-Cooper wants to make sure its drivers don’t go thirsty. So it offers multiple cup holders – including one that can hold *the horse-bucket-size 7-Eleven Big Gulp*.” Guerrero, “Luxury Takes Back Seat in \$319,000 Mayback,” *Chicago Sun-Times* (Feb. 18, 2005) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 548; *see also* DiMascio, “Driving; Forget Options, Where Do I Put My Coffee?,” *The New York Times* (July 19, 2002) (“The looming challenge [for cup holder manufacturers] was to somehow secure the *Big Gulp*.”), Olsen Decl. ¶ 47, Ex. 43 at 633.

(ii) “*Price Gulp*: Was it just coincidence that on one of the hottest days of the year, the *price of a Super Big Gulp* jumped 30 cents? That’s what happened Saturday The cost of 7-Eleven’s

bladder-challenging 48-ounce soda hopped from 69 cents to 99 cents.” Curtis, *et al.*, “Valley Newswatch,” *Los Angeles Times* (June 4, 1996) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 428.

(iii) GULP products have been used as a unit of measure. “Meter: A yardstick plus 10 percent. Liter: *A 7-Eleven Super Big Gulp*. Millimeter: The thickness of a thumbnail.” Garchick, “Personals,” *San Francisco Chronicle* (June 5, 1996) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 427; *see also id.* Ex. 43 at 420, 424, 426. GULP Mark products have also frequently been used as comparative standards. Keeler, “Attention Grabber Save Mart Center Gives Fresnoans Something to Stop and Marvel at,” *The Fresno Bee* (Oct. 24, 2003) (comparing the paint on the interior of a sports arena to “3,200 -- the number of Super Big Gulp cups from 7-Eleven that it would take to hold the 1,100 gallons of paint used on the arena’s interior”), Olsen Decl. ¶ 47, Ex. 43 at 588; “\$3 Gas? Be Glad Car Doesn’t Run on Beer,” *The Arizona Republic* (May 20, 2006) (comparing the price of once gallon of gasoline to “one gallon of Coca Cola from the soda fountain at 7-Eleven *at the Big Gulp 99-cent rate: \$3.96*”) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 516; *see also id.* Ex. 43 at 134, 203, 206, 223, 380, 387 (other examples of GULP Mark products used as a comparative standard).

(iv) “Eradicating unwanted pests is part of the [golf] greenskeeper’s job, just like *a 7-Eleven clerk must make sure that’s there’s an ample supply of Big Gulp cups* on hand.” Pierce, “It’s Not Easy Being Green,” *Colombian (Vancouver, Wash.)* (July 17, 1996) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 414.

(v) To explain how long ago it was that a Missouri University sports team had such a poor season start: “Want more perspective? Well, *7-Eleven hadn’t even invented the Big Gulp yet.*” DeArmond, “Tigers socked by overdue CU: Colorado stops long slide at MU,” *Kansas City Star* (Jan. 8, 1997) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 385.

(vi) As indicative of an inhabited or civilized area: “. . . Military Reserve Park gives you that woody feeling, but *you’re only a few minutes away from a Big Gulp at a 7-11 store.*” Zimowsky, “Spend the holiday weekend hiking around Treasure Valley: Hundreds of miles of trails are within minutes of Boise,” *Idaho Statesman* (July 3, 1997) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 362; *see also id.* Ex. 43 at 207, 230.

(vii) “The Loudon Road [7-Eleven] store is open all through the weekend, ‘cause nothing says ‘Merry Christmas’ like Doritos *and a Big Gulp.*” Heckman, “Last Minute Food,” *Concord Monitor* (Dec. 23, 2005) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 523.

(viii) “The 7-Eleven has become a cultural institution.” “Home of the Super Big Gulp turns 70,” *Orange County Register* (July 11, 1997), Olsen Decl. ¶ 47, Ex. 43 at 359; *see also* Williams, “More Bridal Couples Opt These Days to Put Their Own, Unique Stamp on the Wedding,” *Arkansas Democrat-Gazette* (June 8, 2005) (describing 7-Eleven-themed wedding where “the bride, an employee of the convenience store chain, carried a bouquet in a Super Big Gulp container”), Olsen Decl. ¶ 47, Ex. 43 at 542; Mayhew, “Gas-Station Gourmand: Who Needs Restaurants When Quiktrip, RaceTrac and 7-Eleven Offer So Many Dining Options?,” *Fort Worth Star Telegram* (July 24, 2004) (calling the soft drink price competition between 7-Eleven and its competitors the “Gulp War”), Olsen Decl. ¶ 47, Ex. 43 at 567; “John Thompson Turned 7-Eleven Into Global Giant,” *Chicago Tribune* (Jan. 30, 2003) (the Big Gulp “became part of American consumer culture”), Olsen Decl. ¶ 47, Ex. 43 at 610.

(ix) “Times have changed, at least at 7-Eleven. Sure, the Big Gulp remains, like the Rock of Gibraltar.” Goodrich, “The Best of Times,” *Fort Worth Star-Telegram* (June 21, 1998) Olsen Decl. ¶ 47, Ex. 43 at 276.

(x) “7-Eleven should draw up the sponsorship papers now. This kid is the next *big gulp* of boxing.” Houlihan, “The Dream Team: The Next Green Hope and Pickle Joyce,” *Chicago Sun-Times* (Feb. 6, 2005) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 549.

(xi) “Everything is bigger in America, starting with the Big Gulp at 7-Eleven and going down from there.” Weinraub, “The Grace of a Smaller Bird: Why a 12 to 14 Pound Turkey is Worth Trying to Find,” *The Washington Post* (Nov. 17, 2004), Olsen Decl. ¶ 47, Ex. 43 at 554; Kiger, “Living Ever Larger: How Wretched Excess Became a Way of Life in Southern California,” *Los Angeles Times* (June 9, 2002) (“Call it the Big Gulp Culture, because it manifests itself not just in opulence but also in sheer outlandish size.”), Olsen Decl. ¶ 47, Ex. 43 at 641.

7-Eleven’s GULP Marks branded products frequently have been the subject of national radio and television news reporting. *See* Olsen Decl. ¶ 47, Ex. 43 at 366, 416, 499. Indeed, 7-Eleven’s X-TREME GULP branded product was deemed sufficiently newsworthy that it was a featured story on National Public Radio’s well-known nationally broadcast All Things Considered program. *Id.* ¶ 39, Ex. 35.

Further evidence that the GULP Marks long ago become fixtures of popular culture also strongly evidences the fame of such marks. As early as 1981, GULP Mark products were featured in popular films including, *inter alia*, *Cannonball Run* (1981, with Burt Reynolds and Dom DeLuise), Friendly, “Selling It at the Movies,” *Newsweek* (July 4, 1983), Olsen Decl. ¶ 47, Ex. 43 at 461. 7-Eleven’s GULP Marks have continued through the years to be featured in widely seen films. Below is a list of representative examples:

<u>Film</u>	<u>Year of Release</u>	<u>Star</u>	<u>Product(s) Depicted</u>
<i>Cannonball Run</i> ⁸	1983	Burt Reynolds	BIG GULP
<i>Say Anything</i> ⁹	1989	John Cusack	GULP, SUPER BIG GULP

⁸ Olsen Decl. ¶ 46, Ex. 42 at 94-101 (movie receipts, etc.).

<i>Pretty Woman</i> ¹⁰	1990	Julia Roberts	BIG GULP
<i>Reality Bites</i> ¹¹	1994	Winona Ryder	BIG GULP
<i>Dumb & Dumber</i> ¹²	1994	Jim Carey	GULP
<i>American Pie 2</i> ¹³	2001	Jason Biggs	GULP
<i>Baby Mama</i> ¹⁴	2008	Tina Fey	SUPER BIG GULP

As early as 1986, GULP Mark products featured in plays, *see* Olsen Decl. ¶ 47, Ex. 43 at 441, 433, and have even been the subject of works of fine art. *See Id.* ¶ 47, Ex. 43 at 352.

The iconic nature of BIG GULP is perhaps even evident in references which treat BIG GULP branded products as purportedly representative of various aspects of American culture, *see e.g.*, Piantados, “Looking to Find Yourself? Then You U.’s for You, for Sure,” *Washington Post* (Sept. 9, 1983) (satirizing purchasing a BIG GULP at a 7-ELEVEN store as early as 1983) Olsen Decl. ¶ 47, Ex. 43 at 458, or other aspects of American society. In 1996, University of Michigan psychologist Brian L. Stogner wrote “The Big Gulp is a symbol of American haste and greed.” McCarthy, “Americans Biting Off More Than They Should,” *Scripts Howard News Service* (Nov. 20, 1998) *Id.* ¶ 47, Ex. 43 at 220; *see also* “Sacrifice Now, Benefit Later,” *USA Today* (Dec. 11, 1996) *Id.* ¶ 47, Ex. 43 at 388, *see also* 208, 214. Set forth below are other representative examples of such usages:

(i) “Ugh! You go to school to become educated, not to ‘consume’ education. *Education is not a Big Gulp from 7-Eleven.*” Dawson, “Television Ads Treat College Like Product,” *Orlando Sentinel* (August 12, 1998) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 253.

⁹ *Id.* ¶ 40, Ex. 36 (screenshots) & ¶ 46, Ex. 42 at 13-16 (movie receipts, etc.).

¹⁰ *Id.* ¶ 41, Ex. 37 (screenshots) & ¶ 46, Ex. 42 at 1-3 (movie receipts, etc.).

¹¹ *Id.* ¶ 42, Ex. 38 (screenshots) & ¶ 46, Ex. 42 at 4-12 (movie receipts, etc.).

¹² *Id.* ¶ 43, Ex. 39 (screenshots) & ¶ 46, Ex. 42 at 17-71 (movie receipts, etc.).

¹³ *Id.* ¶ 44, Ex. 40 (screenshots) & ¶ 46, Ex. 42 at 72-93 (movie receipts, etc.).

(ii) “. . . Scot says Kazunori is amazed with how big everything in America is – especially after a trip to a nearby 7-Eleven. ‘He really seemed to like the Super Big Gulp’” Collins, “Olathe Rotary Club welcomes Japanese teens,” *Kansas City Star* (July 26 1997) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 515.

(iii) “‘Americans are greedy; their eyes are bigger than their stomachs. Look at 7-Eleven’s Big Gulp,’” Clark, “One Tough Customer,” *Washington Post* (Apr. 27 1997) (emphasis added), Olsen Decl. ¶ 47, Ex. 43 at 487.

(iv) Comparing older and more recent product sizes: “Drink sizes: Can of cola: 12 oz. 7-Eleven Double Gulp: 64 oz.” Schulte, “Supersize it!: Americans becoming obsessed with making everything bigger,” *Houston Chronicle* (Oct. 18, 1997), Olsen Decl. ¶ 47, Ex. 43 at 314; *see also id.* Ex. 43 at 284, 285, 296.

Based upon the record, it is beyond reasonable dispute that 7-Eleven’s GULP Marks are extremely famous and, indeed, iconic. Accordingly:

The . . . fame of the prior mark plays a dominant role in cases featuring a famous or strong mark. Famous or strong marks enjoy a wide latitude of legal protection. . . . Thus, a mark with extensive public recognition and renown deserves and receives more legal protection than an obscure or weak mark. . . . [T]he Lanham Act’s tolerance for similarity between competing marks varies inversely with the fame of the prior mark. As a mark’s fame increases, the Act’s tolerance for similarities in competing marks falls. . . . The driving designs and origins of the Lanham Act demand the standard consistently applied by this court – namely, more protection against confusion for famous marks.

Kenner Parker Toys, Inc. v. Rose Art Indus., Inc., 963 F.2d 350, 353, 22 U.S.P.Q.2d 1453, 1457 (Fed. Cir.), *cert. denied*, 506 U.S. 862 (1992). When present, the fame of the mark is “a dominant factor in the likelihood of confusion analysis for a famous mark, independent of the consideration of the relatedness of

¹⁴ *Id.* ¶ 45, Ex. 41 (screenshots) & ¶ 46, Ex. 42 at 102-110 (movie receipts, etc.).

the goods.” *See Recot, Inc. v. M.C. Becton*, 214 F.3d 1322, 1328, 54 U.S.P.Q.2d 1894, 1898 (Fed. Cir. 2000).

b. Similarity of the Marks

In the present case, it is admitted that 7-Eleven owns a family of GULP trademarks. *Supra* at 4. “In comparing opposer’s family of marks with applicant’s mark, the question is not whether applicant’s mark is similar to opposer’s individual marks, but whether applicant’s mark would be likely to be viewed as a member of Opposer’s ‘Gulp’ family of marks.” *7-Eleven, Inc.*, 83 U.S.P.Q.2d at 1720. “Opposer’s ‘Gulp’ family of marks consists of the word ‘Gulp’ and the word ‘Gulp’ preceded by a modifying adjective (*e.g.*, Big, Super Big, Double, X-Treme, etc.)” *Id.*; *see also supra* at 7. Applicant’s mark – HEALTHY GULP – consists of the word “Gulp” preceded by the modifying adjective “Healthy.” In sum, Applicant’s HEALTHY GULP mark precisely fits the pattern of 7-Eleven GULP Marks and will be perceived by consumers as a member of 7-Eleven’s family of marks.

Additionally, Applicant’s HEALTHY GULP mark is similar to one or more of 7-Eleven’s individual GULP Marks. In determining the similarity of marks, the respective marks are to be compared in their entireties in terms of sight, sound and connotation. *See, e.g., In re DuPont DeNemours & Co.*, 476 F.2d at 1361, 177 U.S.P.Q. at 567. Similarity as to one element (*i.e.*, sight, sound or connotation) may be sufficient for the respective marks to be held similar. *See In re White Swan, Ltd.*, 6 U.S.P.Q.2d 1534, 1535 (T.T.A.B. 1988). The respective marks need not be identical to support a finding of likelihood of confusion. In determining the similarity of marks comprised of multiple elements, greater weight should be given to the dominant element. *See SMS, Inc. v. Byn-Mar, Inc.*, 228 U.S.P.Q. 219, 220 (T.T.A.B. 1985). Further, in determining the similarity of the respective marks, the test is not whether the marks can be distinguished when subject to a side-by-side comparison, but rather whether the marks are sufficiently similar in terms of overall commercial impression that confusion as to the source of the goods

is likely to result. *Spoons Restaurants Inc. v. Morrison Inc.*, 23 U.S.P.Q.2d 1735, 1741 (T.T.A.B. 1991), *aff'd unpublished*, No. 92-1086 (Fed. Cir. June 5, 1992). The focus of the inquiry is on the (perhaps imperfect) recollection of the average purchaser, who normally retains a general rather than a specific impression of the marks. *See, e.g., In re Schnuck Markets, Inc.*, 202 U.S.P.Q. 154, 156 (T.T.A.B. 1979).

The clearly dominant term in each of 7-Eleven's GULP Marks, including the GULP trademark, is the term "gulp." Here, Applicant's HEALTHY GULP mark incorporates the identical dominant element. The addition of the descriptive or laudatory-suggestive term "healthy" does not distinguish the respective marks. "It is a general rule that likelihood of confusion is not avoided between otherwise confusingly similar . . . marks merely by adding or deleting . . . matter that is descriptive or suggestive of the named goods" T.M.E.P. § 1207.01(b)(iii). Accordingly, there can be no genuine issue respecting the fact that applicant's HEALTHY GULP mark is at least highly similar, if not essentially identical, to 7-Eleven's individual GULP Marks.

c. The Relatedness of the Respective Goods

In determining the relationship of the parties' respective goods, it is well established that:

In order to find that there is a likelihood of confusion, it is not necessary that the goods . . . with which the marks are used be identical or even competitive. It is enough if there is a relationship between them such that persons encountering them under their respective marks are likely to assume that they originate at the same source or that there is some association between their sources.

McDonald's Corp. v. McKinley, 13 U.S.P.Q.2d 1895, 1898 (T.T.A.B. 1989); *see also In re Opus One Inc.*, 60 U.S.P.Q.2d 1812, 1814-15 (T.T.A.B. 2001); T.M.E.P. § 1207.01(a)(i). The greater the similarity of the respective marks, the less related need be the respective goods to support a finding of likelihood of confusion. *See Opus One*, 60 U.S.P.Q.2d at 1815. Moreover, where, as here, the senior user's mark is

“famous,” protection should be accorded “independent of the consideration of the relatedness of the goods.” See *Recot, Inc.*, 214 F.3d at 1329, 54 U.S.P.Q.2d at 1898.

The relatedness of consumable products and consumable pet products long has been recognized. See, e.g., *Recot, Inc.*, 214 F.3d at 1329, 54 U.S.P.Q.2d at 1898 (FIDO-LAY dog treats v. FRITO LAY human snack foods); *American Sugar Refining Co. v. Andreassen*, 296 F.2d 783, 784, 132 U.S.P.Q. 10, 11 (C.C.P.A. 1961) (DOMINO for pet food v. DOMINO for sugar); *Grey v. Campbell Soup Co.*, 650 F. Supp 1166, 1175, 231 U.S.P.Q. 562 (C.D. Cal. 1986) (DOGIVA and CATIVA for dog biscuits v. GODIVA for gourmet chocolates); *V.I.P. Foods, Inc. v. Vulcan Pet, Inc.*, 210 U.S.P.Q. 662, 665 (N.D. Okla. 1980) (V.I.P. for animal foods v. VIP for frozen and non-frozen human foods), *rev'd on other grounds*, 675 F.2d 1106 (10th Cir. 1982) (*rev'd as to attorneys' fee award*). The relatedness of such products is particularly strong when the animals in question are household pets rather than farm livestock. See *V.I.P. Foods*, 210 U.S.P.Q. at 665. Accordingly, here, the products are at least related, with 7-Eleven selling, *inter alia*, beverages and Applicant also selling beverages, albeit intended for pets.

The soundness of this prior authority is fully corroborated by the record, including:

(i) 7-Eleven has introduced substantial evidence that companies have registered the same mark for both consumable products and consumable pet products including:

MARK	REG. NO	PERTINENT GOODS
HIMALANIA	3,397,061	Beverages for animals, bird seed, dog biscuits, dog treats in International Class 31; drinks based on yoghurt, milk based beverages containing fruit juice; milk beverages containing fruits, and milk drinks containing fruits in International Class 29; and aerated fruit juices, colas, de-alcoholized wines, energy drinks, flavoured waters, frozen fruit-based beverages,

MARK	REG. NO	PERTINENT GOODS
		fruit beverages, fruit drinks, fruit flavored soft drinks, fruit juice bases, fruit juices, fruit juices, namely, fruit punch, fruit-flavored drinks, fruit-flavoured beverages, lemonade, non-alcoholic beverages containing fruit juices, non-alcoholic beverages, namely, carbonated beverages, non-alcoholic fruit juice beverages, non-carbonated, non-alcoholic frozen flavored beverages, pop, smoothies, soft drinks, and sports drinks in International Class 32.
TERRAMAZON	3,397,062	Beverages for animals, bird seed, dog biscuits, dog treats in International Class 31; drinks based on yoghurt, milk based beverages containing fruit juice; milk beverages containing fruits, and milk drinks containing fruits in International Class 29; and aerated fruit juices, colas, de-alcoholized wines, energy drinks, flavoured waters, frozen fruit-based beverages, fruit beverages, fruit drinks, fruit flavored soft drinks, fruit juice bases, fruit juices, fruit juices, namely, fruit punch, fruit-flavored drinks, fruit-flavoured beverages, lemonade, non-alcoholic beverages containing fruit juices, non-alcoholic beverages, namely, carbonated beverages, non-alcoholic fruit juice beverages, non-carbonated, non-alcoholic frozen flavored beverages, pop, smoothies, soft drinks, and sports drinks in International Class 32.

MARK	REG. NO	PERTINENT GOODS
LA CENSE BEEF	3,306,160	Dog food in International Class 31; and beef and related products, namely, beef steaks, roasts, burgers, hot dogs, brisket, ribs, beef for kabobs, liver, London broil, prime rib, chateaubriand in International Class 29.
KINGKRILL	2,840,517	Animal feed and fish food, and animal and fish feed additives for nonnutritional purposes, namely krill, krill meal and krill oil in International Class 31; seafood products for human consumption, namely krill, krill meat, krill protein concentrate, edible oils, namely krill oil in International Class 29; and nutritional supplements, namely krill, krill meat, krill protein concentrate and krill oil; fish food and animal feed nutritional supplements, namely krill, krill meal and krill oil in International Class 5.
YUKIGUNI MAITAKE	2,759,308	Animal foodstuffs and pet foods containing processed mushrooms in International Class 31; and processed mushroom products, namely, cooked, preserved or salted mushrooms; dried mushrooms and powdery dried mushrooms; prepared foods containing mushrooms, namely, stew; soups containing mushrooms; hamburgers steak and sausages containing mushrooms, and foods boiled in soy sauce, namely, seasoned mushrooms to be used as materials for seasoned rice; and ready made dishes containing mushrooms, namely, tempura, croquette

MARK	REG. NO	PERTINENT GOODS
		and fried mushroom chips in International Class 29.
THE CULINARY INSTITUTE	3,345,086	Food stuffs for animals in International Class 31; meat, fish, poultry, game, fruit preserves, cooked fruits and vegetables, jellies, jams, fruit, eggs, milk products excluding ice cream, ice milk and frozen yogurt in International Class 29; coffee, tea, cocoa, sugar, rice, tapioca, bread, and pastries in International Class 30; and beers, mineral and aerated waters, soft drinks, fruit juices, syrups and other preparations for making beverages in International Class 32.
BEST OF HEALTH!	3,493,799	Alfalfa for animal consumption, animal feed, and straw for animal consumption in International Class 31; butter, cheese, cottage cheese, eggs, milk, preserved vegetables, yogurt based beverages, yogurt, and sour cream in International Class 29; and fruit juices and vegetable juices in International Class 32.
PS: PRIVATE SELECTION & Design	1,966,330	Animal litter and pet food in International Class 31; precooked or ready to eat foods, namely canned vegetables, frozen vegetables, chicken, ham, sliced meats, luncheon meats, soups, instant soups, shelled salted roasted nuts, raisins and prunes, snack mix consisting primarily of processed fruits, processed nuts, and/or raisins; canned, dried and preserved fruits in International Class 29; pancake mix, flour, candy, processed cereals, iced tea,

MARK	REG. NO	PERTINENT GOODS
		cookies, honey, salsa, salad dressing and rice in International Class 30; and beverages, namely soft drinks, carbonated and non-carbonated flavored seltzer water, orange juice, sports drinks and beer in International Class 32.

See Olsen Decl. ¶¶ 48-55 & Exs. 44-51. These third party registrations evidence that consumers understand that consumable products, including beverages, and consumable pet products, including pet beverages, are types of goods emanating from a single source. *Ventura Out Properties LLC v. Wynn Resorts Holdings, LLC*, 81 U.S.P.Q.2d 1887, 1892-93 (T.T.A.B. 2007)

(ii) Many retailers commonly sell human food and beverage products in proximity to edible pet products, including pet water. See Olsen Decl. ¶¶ 29, 30, 32 & Exs. 25, 26, 28.

(iii) 7-Eleven itself sells significant quantities of pet products, including consumable pet products, in its 7-ELEVEN convenience stores, and has sold over \$10,000,000 of such goods annually since at least as early as 2000. Brody Decl. ¶ 18.

(iv) Applicant offers her HEALTHY GULP beverage in twenty ounce (20 oz.) bottles that look very similar to bottles commonly used for human beverages. Olsen Decl. ¶¶ 37, 38 & Exs. 33, 34. In fact, applicant's bottler used the same type of bottle for Applicant's HEALTHY GULP product as is used for human beverages sold by another party under the SQWINCHER mark. See Olsen Decl. ¶ 16, Ex. 15 (correspondence with bottler produced by Applicant during discovery); *id.* ¶ 20, Ex. 19 (third party's SQWINCHER ads).

The parties' respective products also are more likely to be perceived as related because 7-Eleven has established it uses its GULP Marks on a wide array of goods ranging from fountain

beverages to clothing, sporting goods, beverage containers, and other food products such as confections and salads – *and bottled water offered under the mark WATER GULP*. Brody Decl. ¶¶ 5-12 & Exs. 1-7.

In sum, consumers could reasonably believe that Applicant’s HEALTHY GULP pet beverages and 7-Eleven’s GULP Marks products, in particular beverages, originate from the same source or have some connection. This factor also weighs heavily in favor of a finding of likelihood of confusion.

d. Consumer Care

The parties’ respective products are inexpensive. *Compare supra* at 5, *with supra* at 6. It is well established that consumers generally exercise less care in purchasing such inexpensive goods, thereby increasing likelihood of confusion. *See, e.g., In re Martin’s Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 1567, 223 U.S.P.Q. 1289, 1290 (Fed. Cir. 1984).

e. Marketing Channels and Methods

Applicant’s application is without limitation as to trade channels and, consequently, her goods are presumed to pass through all normal trade channels for such goods. *See* T.M.E.P. § 1207.01(a)(iii). 7-Eleven has established that pet consumables, such as Applicant’s product, are sold through, *inter alia*, convenience stores such as 7-Eleven. *See supra* at 5, 23. Consequently, overlapping trade channels must be presumed here.

Additionally, 7-Eleven has established that the parties employ overlapping marketing methods. Both 7-Eleven, *see supra* at 3, and Applicant, *see supra* at 5-6, advertise and promote their respective products via the Internet.

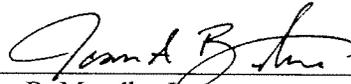
IV. CONCLUSION

In light of the foregoing facts, 7-Eleven contends that there are no genuine issues respecting: (i) its ownership of its GULP Marks, including a family of GULP trademarks; (ii) the priority of 7-Eleven's GULP Marks *vis-à-vis* Applicant's HEALTHY GULP mark; and (iii) that Applicant's HEALTHY GULP mark is likely to be understood by consumers as a member of 7-Eleven's GULP family of trademarks, or is otherwise likely to be confused with one or more of 7-Eleven's GULP Marks. Accordingly 7-Eleven respectfully requests that summary judgment be entered against Applicant, and that the subject application be denied.

Dated: June 23, 2009

Respectfully submitted,

FOLEY & LARDNER LLP



Charles R. Mandly, Jr.

David A. Copland

Jason A. Berta

321 North Clark Street, Suite 2800

Chicago, Illinois 60654

Telephone No. (312) 832-4500

Facsimile No. (312) 832-4700

Attorneys for Opposer

7-Eleven, Inc.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

7-ELEVEN, INC.,)	
)	
Opposer,)	
)	
v.)	Opposition No. 91177807
)	
SUSAN B. BUCENELL,)	Serial No. 78/916,143
)	
Applicant.)	

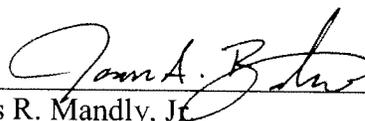
**OPPOSER'S NOTICE OF FILING OF
CONFIDENTIAL DECLARATION OF EVAN BRODY**

PLEASE TAKE NOTICE that opposer, 7-Eleven, Inc., filed by post in support of its Motion for Summary Judgment, the Confidential Declaration of Evan Brody, and accompanying exhibit, with the Trademark Trial and Appeal Board under seal on today's date, June 23, 2009.

Dated: June 23, 2009

Respectfully submitted,

FOLEY & LARDNER LLP



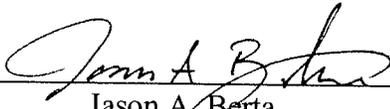
Charles R. Mandly, Jr.
David A. Copland
Jason A. Berta
321 North Clark Street, Suite 2800
Chicago, Illinois 60654
Telephone No. (312) 832-4500
Facsimile No. (312) 832-4700

Attorneys for Opposer
7-Eleven, Inc.

CERTIFICATE OF SERVICE

I, Jason A. Berta, counsel for Opposer, hereby certify that a copy of Notice of Filing of Confidential Declaration of Evan Brody, was served on this 23rd day of June, 2009 via first class mail, postage prepaid, upon Applicant at:

Susan B. Bucenell
30623 Bittsbury Ct.
Wesley Chapel, FL 33543-3921



Jason A. Berta

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

7-ELEVEN, INC.,)	
)	
Opposer,)	
)	
v.)	Opposition No. 91177807
)	
SUSAN B. BUCENELL,)	
)	
Applicant.)	

DECLARATION OF EVAN BRODY

I, Evan Brody, under penalty of perjury under the laws of the United States, declare:

1. I am the Marketing Manager for fountain drinks of opposer, 7-Eleven, Inc. (“7-Eleven”), One Arts Plaza, 1722 Routh Street, Dallas, Texas 75201. The testimony set forth below is made either of my personal knowledge, or based upon a review of business records or other information created and maintained by 7-Eleven in the normal course of its businesses and which I believe to be true and correct.

2. 7-Eleven is the world’s largest convenience retail chain operating, either directly or under license, well in excess of 25,000 7-ELEVEN branded convenience stores around the world. In the United States, 7-Eleven operates, either directly or indirectly, approximately 7,500 7-Eleven stores through which it offers the general public a wide array of convenience goods and services including, *inter alia*, groceries, household supplies, pet products, and prepared foods and beverages.

3. Since at least as early as February 1978, 7-Eleven has sold soft drinks under the mark BIG GULP. The BIG GULP beverage product was an immediate success and quickly became a 7-Eleven signature product.

4. To capitalize upon the great success of its BIG GULP beverage product, over the years, 7-Eleven has adopted and used multiple marks with the common “gulp” element, including, *inter alia*, GULP, BIG GULP, SUPER BIG GULP, DOUBLE GULP, SPORT GULP, MINI GULP, CAR GULP, PRO CAR GULP, SLURP & GULP, X-TREME GULP, TEAM GULP, and WATER GULP (collectively “GULP Marks”) for beverages.

5. 7-Eleven’s various GULP Marks often are displayed on cups and other beverage containers (collectively “Cups”) used to dispense beverages. Representative specimens of 7-Eleven’s current Cups bearing various of the GULP Marks are depicted in the attached Exhibit 1. Representative specimens of historical examples of 7-Eleven Cups bearing GULP Marks are depicted in the attached Exhibit 2.

6. In addition to having sold beverages in Cups, 7-Eleven also has sold bottled beverages bearing various GULP Marks, including BIG GULP and WATER GULP, such as those depicted in the attached Exhibit 3.

7. For years, 7-Eleven has promoted its GULP Marks branded beverages by selling a variety of promotional products bearing certain of the marks including, *inter alia*, throwing discs, shirts, caps and beverage containers. Representative specimens of such promotional goods are depicted in the attached Exhibit 4.

8. Since 1978, 7-Eleven has expended many millions of dollars to advertise and promote its GULP Marks branded goods. Often, one or more GULP Marks branded products are promoted together, such as is depicted in the attached Exhibit 5.

9. Since 1978, 7-Eleven has sold many hundreds of millions of dollars of beverage products under its GULP Marks, and since at least as early as 1997, 7-Eleven’s average annual sales for such products exceed approximately \$100,000,000.

10. 7-Eleven's GULP Marks branded beverages have been so successful that they long have been synonymous with 7-Eleven.

11. To further capitalize on the great fame and success of its other GULP Marks branded products, 7-Eleven extended its use of the GULP Marks beyond beverages, beverage containers and related promotional goods. For example, prior to the Applicant's June 2006 filing date, 7-Eleven offered fresh fruit salads under the mark FRUIT GULP, candy under the mark GUMMI GULP, and salty snacks under the mark SNACK GULP. Representative specimens of advertising for these products, which in some instances depict the product packaging, are depicted in the attached Exhibit 6.

12. Since at least as early as the 1970's, 7-Eleven also has advertised and promoted its GULP Marks branded products through point of purchase and other store displays. Attached hereto as Exhibit 7 are representative point of purchase and other promotional materials for GULP Marks branded products.

13. For years, and long prior to June 2006, 7-Eleven has actively sought to place its GULP Marks branded products as props in motion pictures and television shows. Such placements included the prominent feature of GULP Marks products, including, *inter alia*, the following:

<u>Name of Work</u>	<u>Type of Work</u>	<u>Product Placed</u>	<u>Date</u>
<i>The Division</i>	Cable television series	SUPER BIG GULP	May 2001
<i>Going to California</i>	Cable television series	SUPER BIG GULP	October 2001
<i>Dharma & Greg</i>	Network television series	SUPER BIG GULP	May 2001
<i>American Pie II</i>	Feature film	SUPER BIG GULP	August 2001
<i>Undercover Brother</i>	Feature film	BIG GULP	March 2002

14. Since at least as early as the 1980s, 7-Eleven has advertised its GULP Marks branded products via radio and television. Attached hereto as Exhibit 8 are representative scripts for television and radio advertisements used to promote one or more GULP Marks branded products.

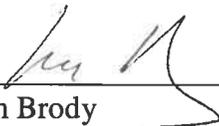
15. Since at least as early as the 1990's, 7-Eleven has advertised and promoted its GULP Marks branded products via the Internet. Attached hereto as Exhibit 9 are print outs of representative pages from 7-Eleven's Internet web site used to promote one or more GULP Marks branded products.

16. For years 7-Eleven has also advertised its GULP Marks products through out-of-door media, such as billboards, and displays on public transportation, such as buses and bus shelters.

17. 7-Eleven's GULP Marks branded beverages are typically sold at 7-ELEVEN stores for relatively inexpensive prices. Prices can vary by region, but representative retail prices for fountain beverages sold under the GULP Marks are \$ 0.89 for a 20 ounce fountain beverage or \$ 1.39 for a 64 ounce fountain beverage.

18. As previously noted, among the mix of products sold through 7-ELEVEN branded stores are pet products, including food for dogs and cats. During the period 2000 through 2008 alone, 7-Eleven's average annual sales of pet products was well in excess of \$10,000,000.

Dated: June 17, 2009
Dallas, Texas



Evan Brody

Exhibit 1









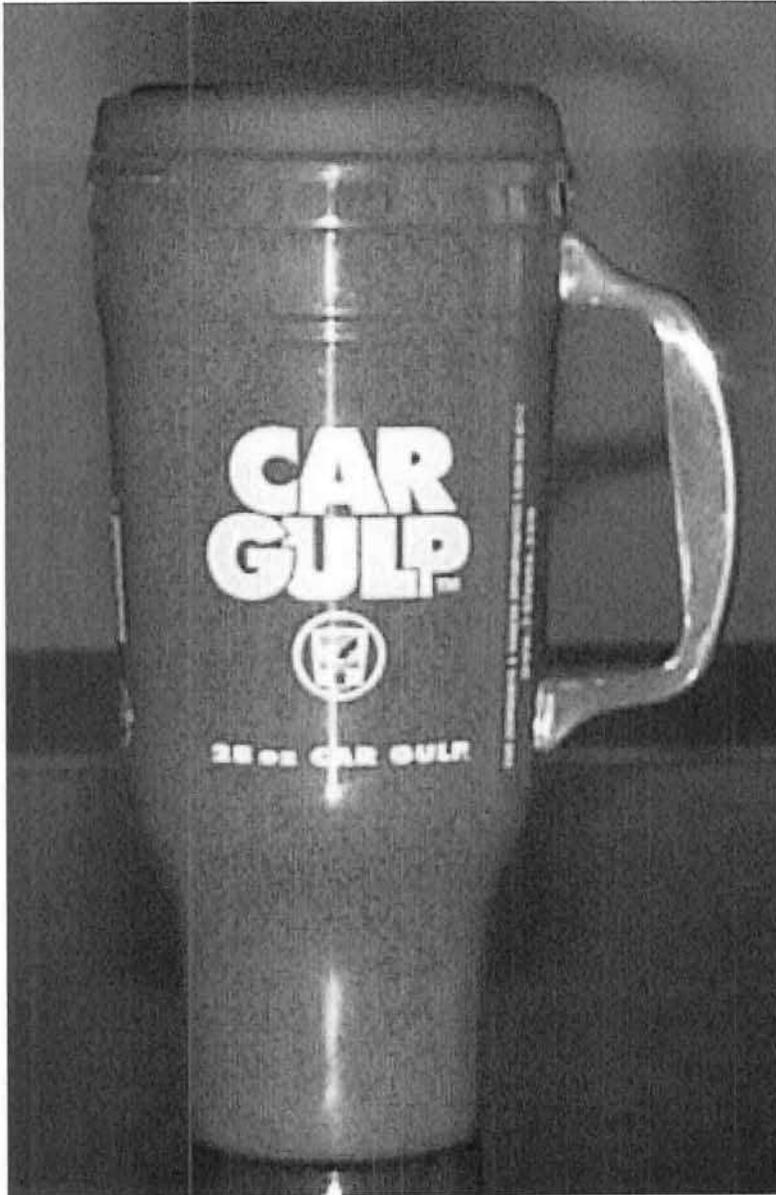
















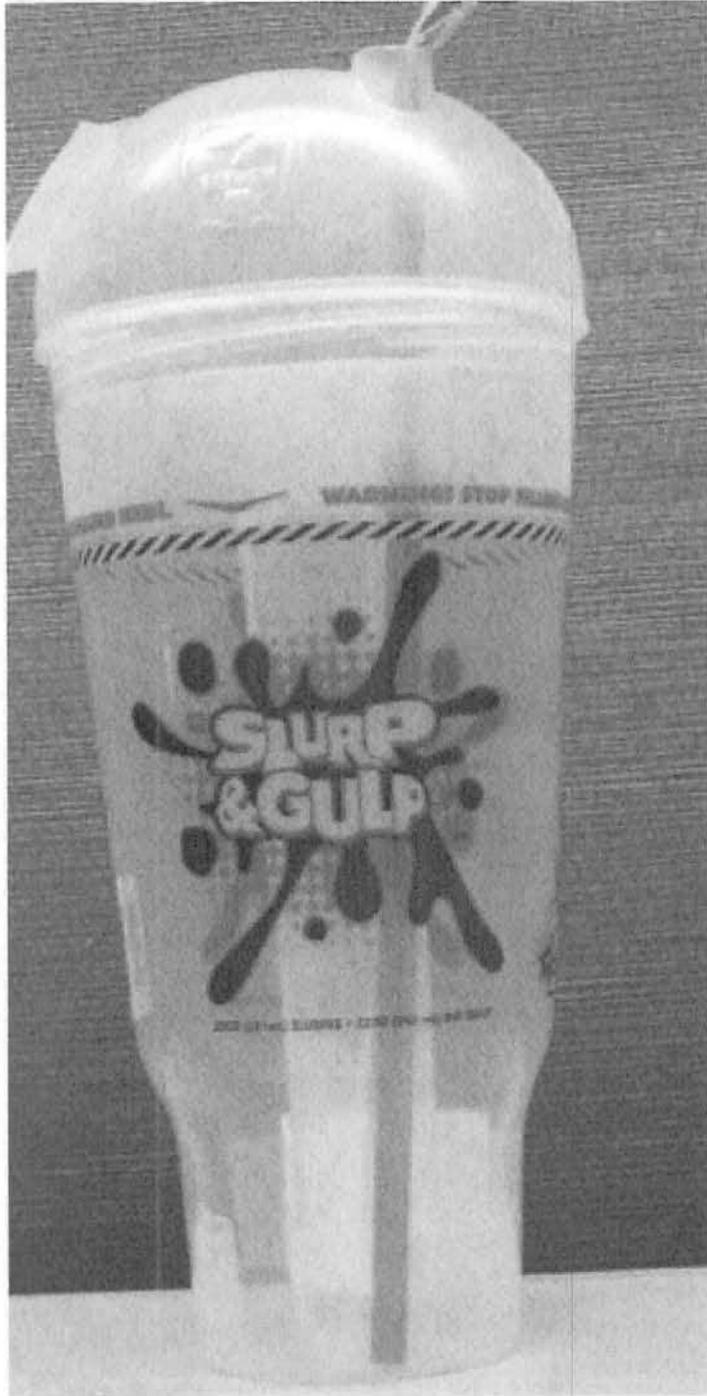
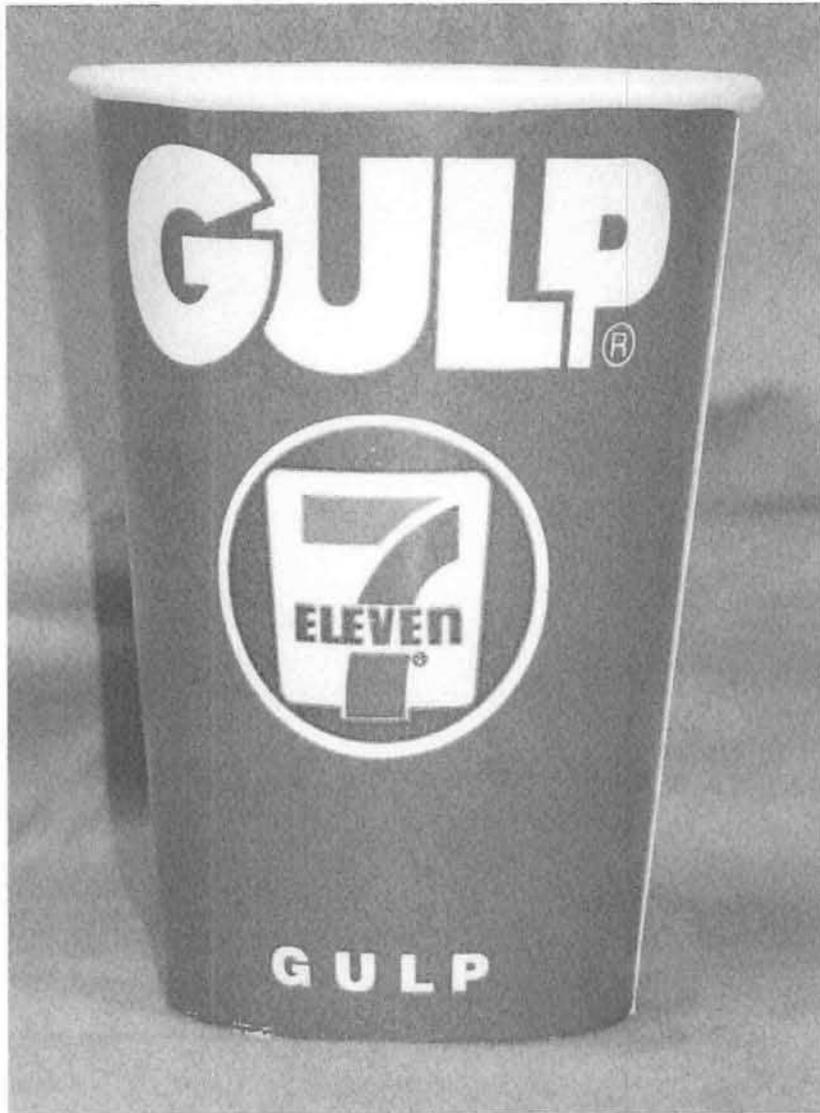




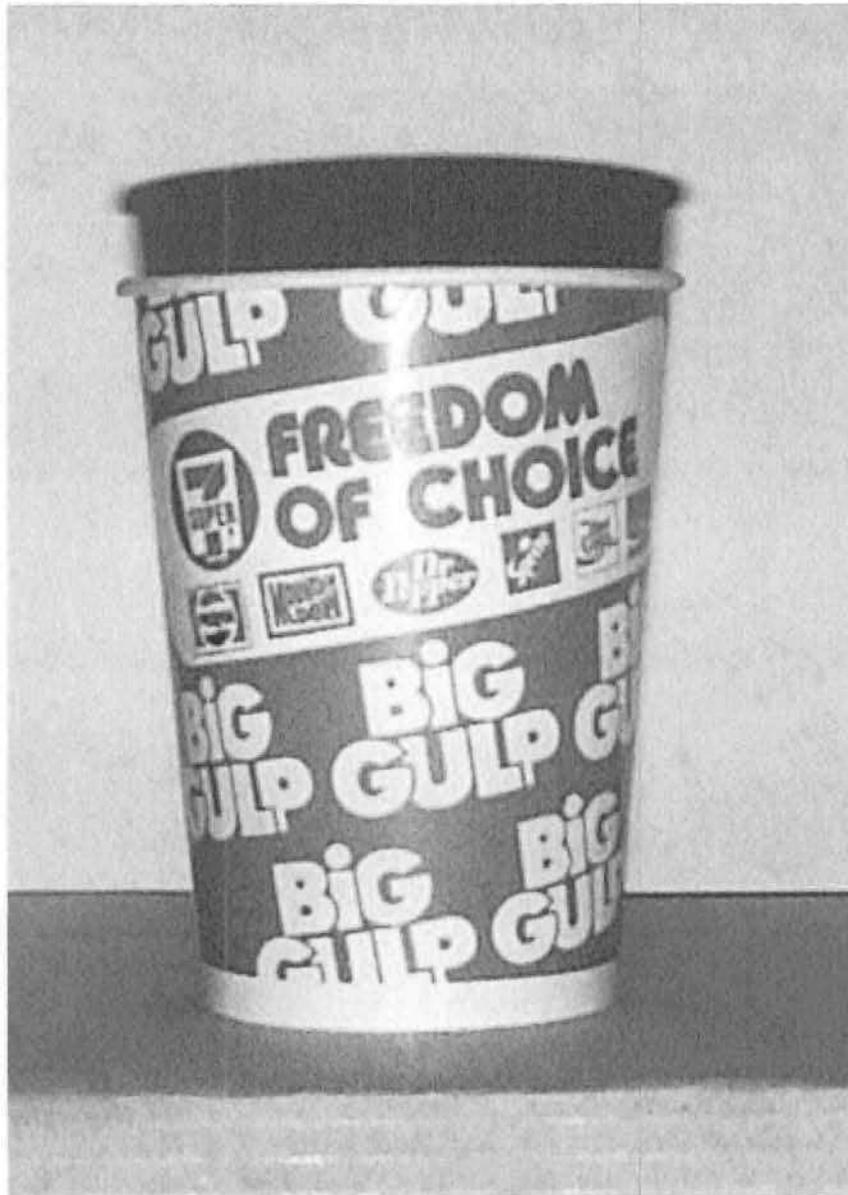




Exhibit 2











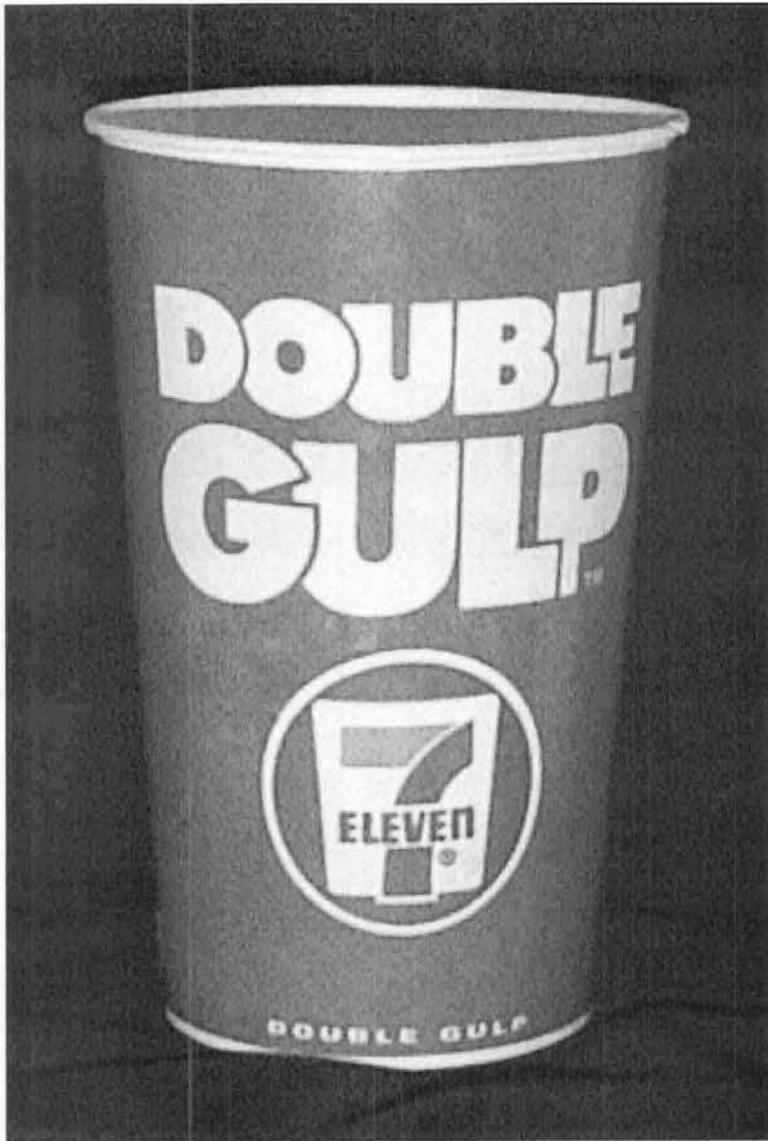












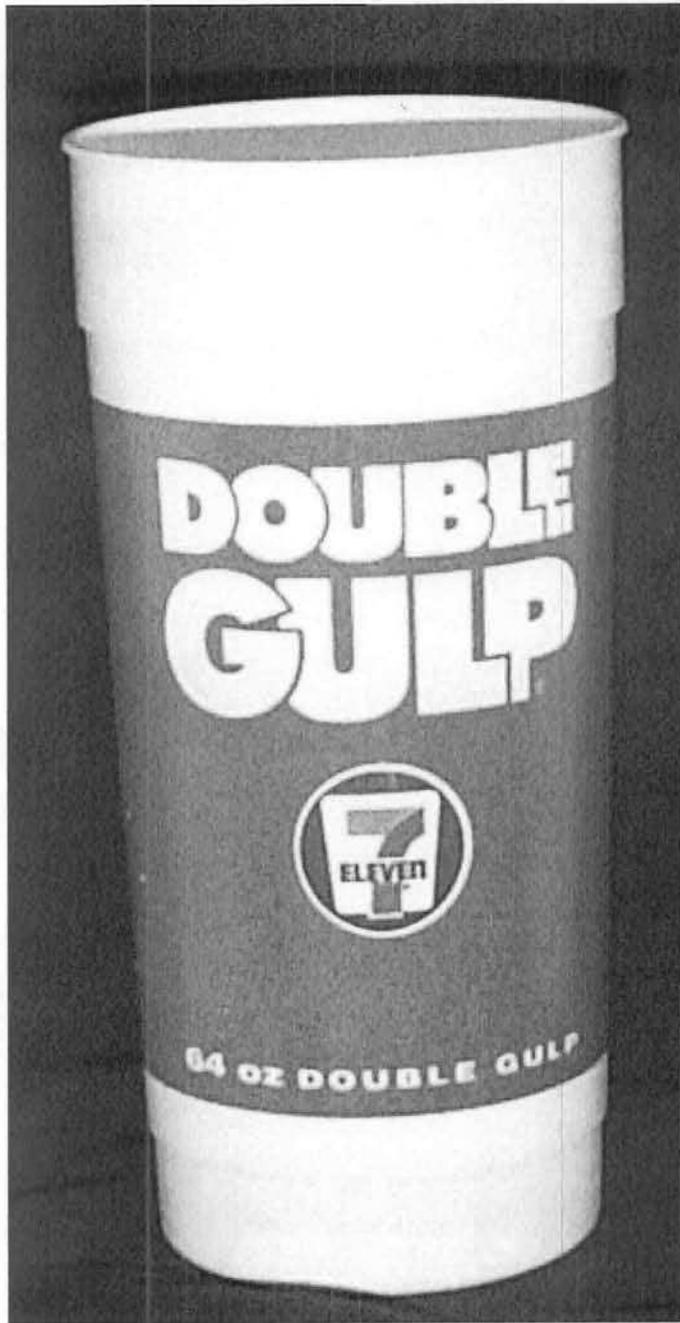


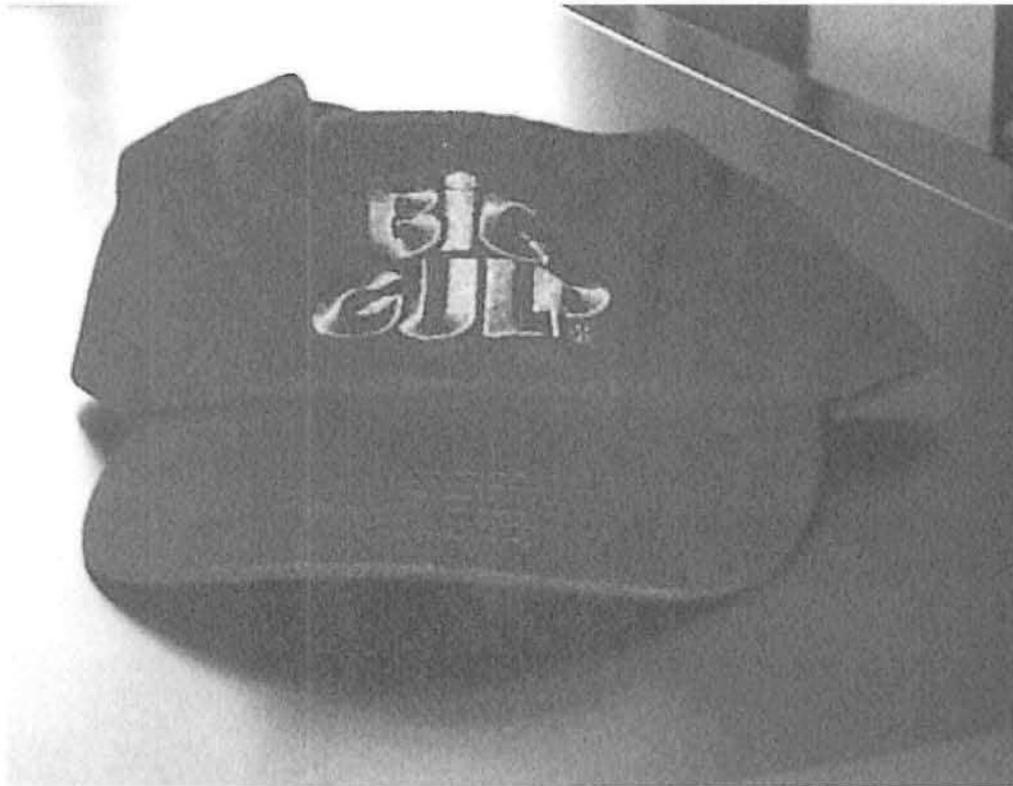


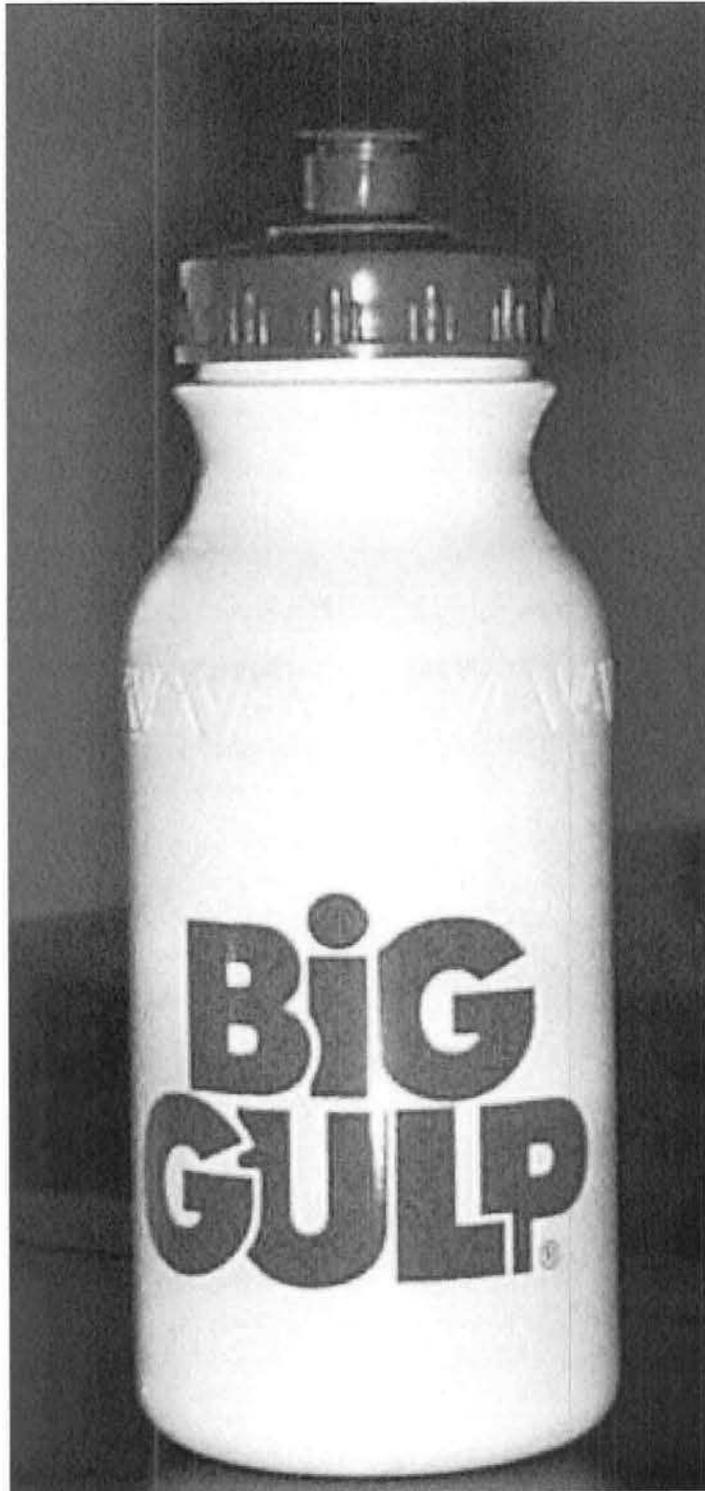
Exhibit 3



Exhibit 4









Season's Greetings

7-ELEVEN®

2001 Merchandise Catalog



#801

7-Eleven
Full Zip Fleece Jacket
Navy 100% Icatex with
embroidered navy tone-on-tone
7-Eleven logo. S-M-L-XL-XXL

\$42.95



#810

7-Eleven Garment Dyed
Heavy Pique Polo Shirt
Black Forest 100%
Cotton Pique Polo Shirt,
with black logo
embroidered on left chest.
M-L-XL-XXL

\$29.95



#802

32° Slurpee® T-Shirt
Gray 100% Cotton Heavyweight
T-shirt with dark green Slurpee®
32° art imprinted on the front
and back. S-M-L-XL-XXL

\$8.95



#806

7-Eleven Heavy
Pique Polo Shirt
Winter White 100% Cotton
Pique Polo Shirt, with
logo and 7-eleven.com
embroidered on
left chest. M-L-XL-XXL

\$25.45



#803

Big Gulp® T-Shirt
White 100% Cotton Heavyweight
T-shirt with Big Gulp® design
on front and the quote
"Not for the faint of heart
nor small of bladder" with logo
on back. S-M-L-XL-XXL

\$7.45



#807

Ladies 7-Eleven
Heavy Pique Polo Shirt
Butter Yellow 100% Cotton
Pique Ladies Polo Shirt,
with logo and 7-eleven.com
on left chest. S-M-L-XL

\$25.45



#804

Slurpee®
Adult Sweatshirt
White 95% Cotton
Heavyweight Sweatshirt with
"Getting Slurpee" hypnotic design
on front and 7-eleven.com on
upper back. M-L-XL-XXL

\$18.95

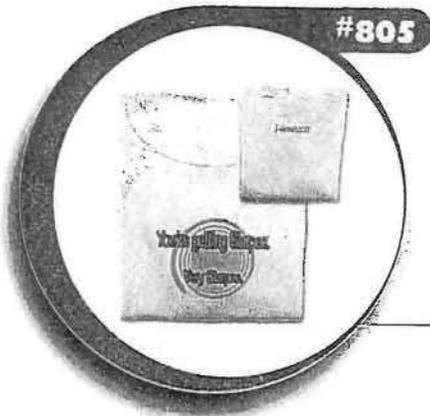


#811

7-Eleven Striped
Interlock Polo Shirt
Navy / White 100% Cotton
Striped Interlock Polo Shirt
by Ashworth, with red logo
embroidered on left sleeve.
M-L-XL-XXL

\$49.95

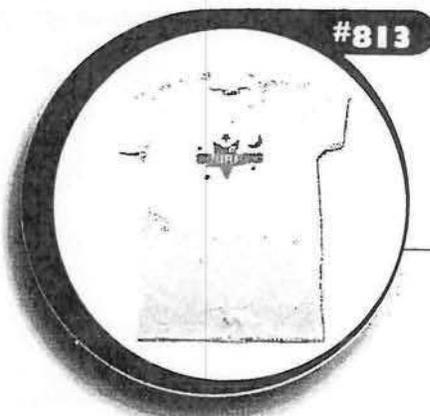




#805

Slurpee®
 Youth Sweatshirt
 White 50/50 Heavyweight
 Youth Sweatshirt with
 "Getting Slurpee" hypnotic
 design on front and
 7-eleven.com on
 upper back. S-M-L

\$12.95



#813

Slurpee® Toddler
 Play Outfit
 White 100% Cotton Infant
 Romper with Slurpee® stars
 art on front. 6M-12M-18M

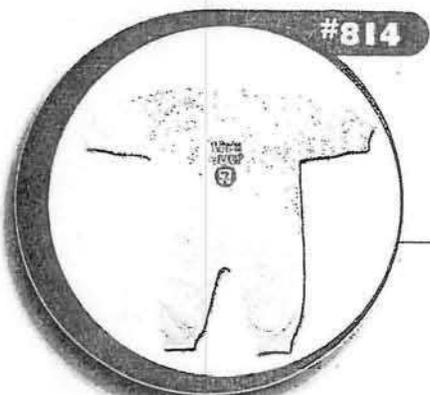
\$10.95



#812

7-Eleven Athletic
 Youth T-Shirt
 Gray 100% Cotton
 Heavyweight Youth T-shirt
 with Athletic XXL
 design on front.
 S-M-L-XL

\$8.45



#814

Little Gulp Toddler
 Fleece Coverall
 White 50/50 Fleece Coverall
 with Little Gulp art on front.
 6M-12M-18M

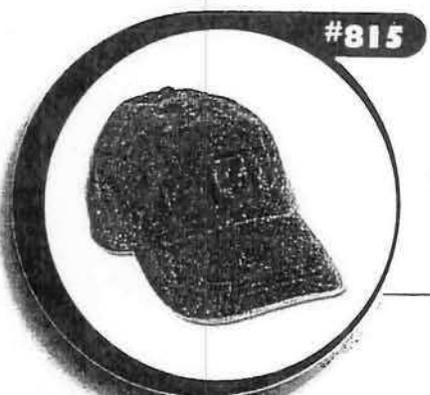
\$14.95



#809

7-Eleven Long
 Sleeve Twill Shirt
 Navy 100% Cotton Button
 Down Twill Shirt, with
 logo embroidered on left
 chest. S-M-L-XL-XXL

\$29.45



#815

7-Eleven Pigment
 Washed Cap
 Washed Red 100% Cotton
 Twill Pigment Dyed Low Crown,
 Unstructured Cap, with red
 tone-on-tone embroidered
 logo on front.

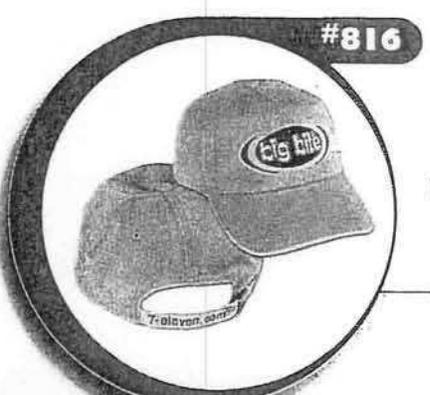
\$10.95



#808

7-Eleven Long
 Sleeve Denim Shirt
 Light Blue 100%
 Cotton Heavyweight Button
 Down Denim Shirt, with
 logo embroidered on
 left chest. S-M-L-XL-XXL

\$28.45



#816

Big Bite® Pigment
 Washed Cap
 Washed Khaki 100% Cotton
 Twill Pigment Dyed Low Crown,
 Unstructured Cap, with
 Big Bite® art on front and
 7-eleven.com on back.

\$8.95

#817

Expandable Saddle Bag
Black Top Loading Polyester Saddle bag, with strap and pockets, black 7-Eleven embroidered logo on front flap. 16"L x 12"H x 4"W.

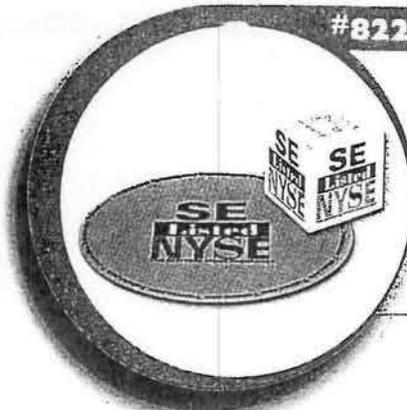
\$23.95



#822, #823

NYSE / 7-Eleven Note Cub
NYSE / 7-Eleven Mouse Pad
2.75" Square Note Pad Cub NYSE logo on all four sides, ar 7-Eleven logo on each pag
Gray 8" Diameter Soft Tour Mouse Pad, with NYSE logo ar 7-eleven.com printed in black

#822 Cube: \$7.4:
#823 Pad: \$6.4:



#818

Executive Writing Padfolio
Black Simulated Leather Writing Padfolio, with inside pockets, logo embossed on front. 10.25"L x 13.75"H.

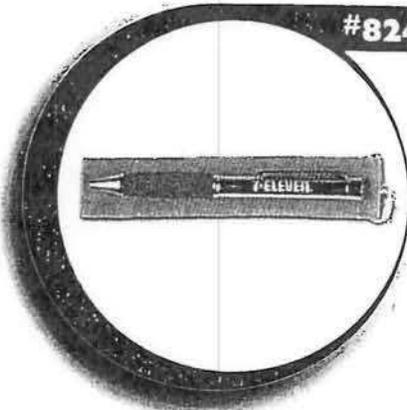
\$14.95



#824

Silver Grip Pen
Silver Ballpoint Pen with Blue Rubber Grip, black ink logo laser engraved on barrel

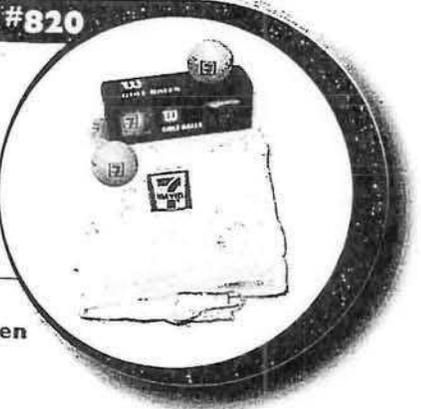
\$12.95



#819, #820

Golf Towel, Golf Balls
White Cotton Terry Golf Hand Towel with Grommet, with logo embroidered. Set of 12 TF04 Wilson Golf Balls, with two color logo printed on each ball.

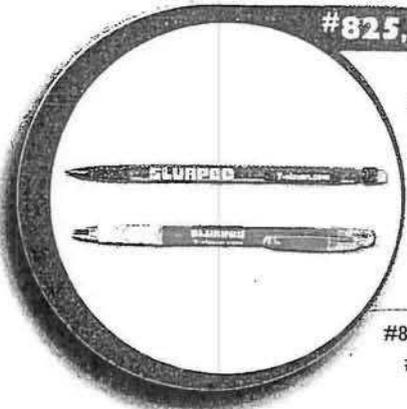
#819 Towel: \$10.95
#820 Balls: \$26.95/Dozen



#825, #826

Set of Ten Mechanical Pencils,
Set of Ten Kool Klick Pens
Translucent Red Mechanical Pencils with Erasers, with Slurpee® and 7-eleven.com logos.
Translucent Green Click Pens with Rubberized Grips, with Slurpee® and 7-eleven.com logos.

#825, Set of Ten Pencils: \$12.95
#826, Set of Ten Pens: \$10.95



#821

Classic 7-Eleven Watch
Gold Analog Watch with Brown Leather Band, in alloy presentation box, with 7-Eleven logo in gold on watch face.

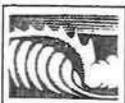
\$34.95



#827

Big Gulp® Water Bottle
21 oz. water bottle, white with green push-pull top. Red Big Gulp® logo on front, red 7-Eleven logo on back. Non-leak cap. Great for outdoor sports.

\$4.25



BLUE WAVE
PRODUCTIONS

Mail: 7-Eleven, Inc. • c/o Blue Wave • 120 Tremont St. • Everett, MA 02149

Call Toll-Free: 1-866-218-5364 Fax: 1-617-381-9409

Exhibit 5



How to Create a Combo

#1

Big Bite® Combo



Big Bite® +



16 oz.

\$1.99
[plus tax where applicable]

#2

Bigger Bite Combo



1/4 lb.
Big Bite® +



32 oz.

\$2.49
[plus tax where applicable]

#3

Big Sub Combo



Big Sub +



32 oz.

\$3.99
[plus tax where applicable]

41-SLC-207 Bag Stuffer







<p>A LOT OF MEAL FOR A LITTLE MUSTARD.</p> <p>1</p> <p>BIG BITE COMBO</p> <p>1.99</p> <p><small>By 7-Eleven, Inc. © 2011</small></p>	<p>SAVE WITH THE BIG DOGS.</p> <p>2</p> <p>BIGGER BITE COMBO</p> <p>2.99</p> <p><small>By 7-Eleven, Inc. © 2011</small></p>	<p>SUB-STANTIAL MEAL. SUB-STANTIAL SAVING.</p> <p>3</p> <p>BIG SUB COMBO</p> <p>4.99</p> <p><small>By 7-Eleven, Inc. © 2011</small></p>
--	---	---

You can always rely on 7-ELEVEN



#1 Big Bite[®] Combo
 • BIG BITE[®]
 • 625 ml GULP[®]
 • ANY BIG GRAB[®] BAG
 HOSTESS FRITO-LAY[®] CRIPS
\$1.99
(plus tax where applicable)

#2 Bigger Bite Combo
 • 1/2 LB. BIGGEST BIG BITE[®]
 • 1 Lb. BIG GULP[®]
 • ANY BIG GRAB[®] BAG
 HOSTESS FRITO-LAY[®] CRIPS
\$2.99
(plus tax where applicable)

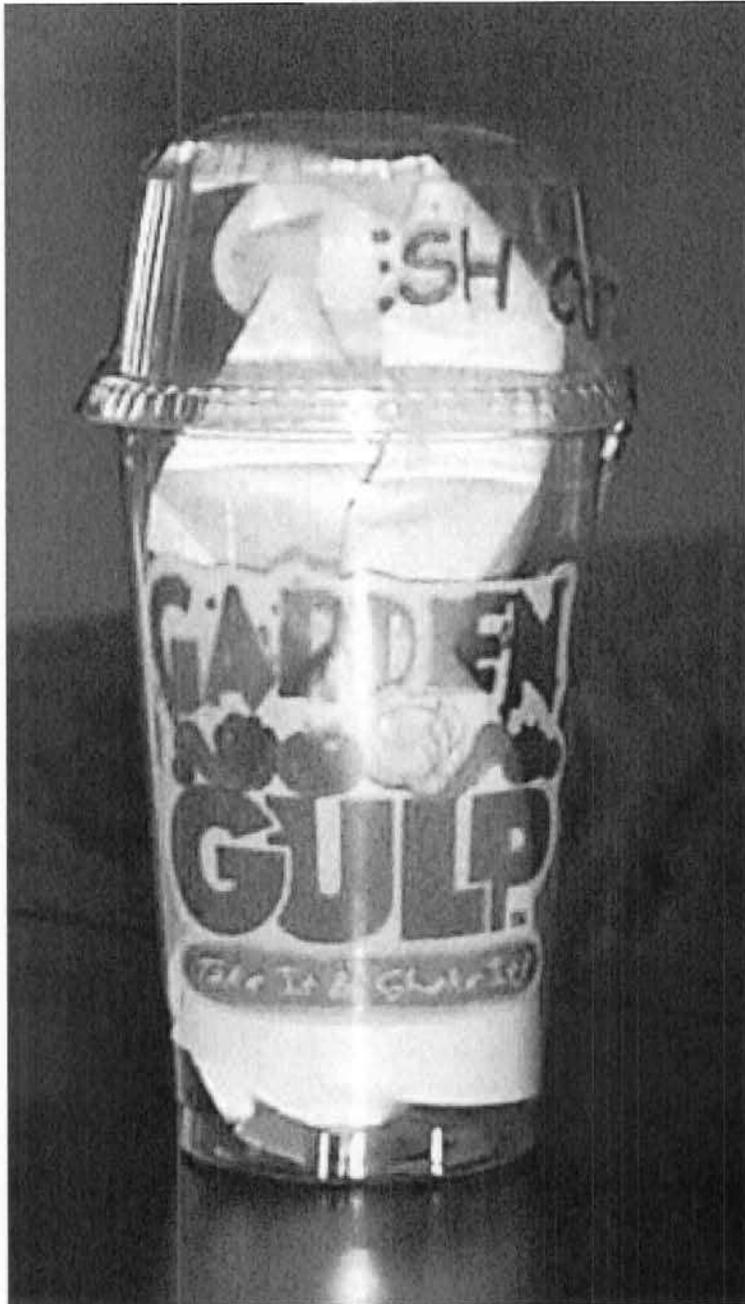
#3 Big Sub Combo
 • 7" BIG SUB
 • 1 Lb. BIG GULP[®]
 • ANY BIG GRAB[®] BAG
 HOSTESS FRITO-LAY[®] CRIPS
\$4.99
(plus tax where applicable)

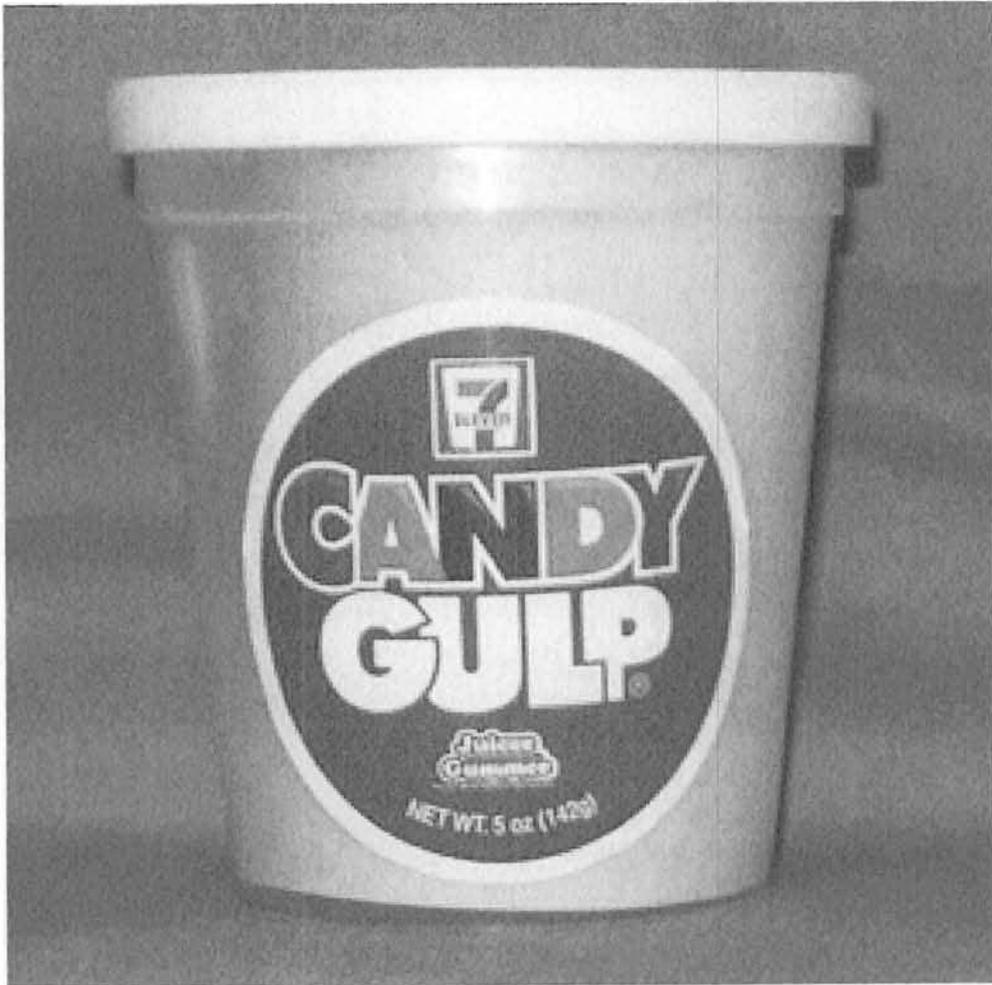






Exhibit 6







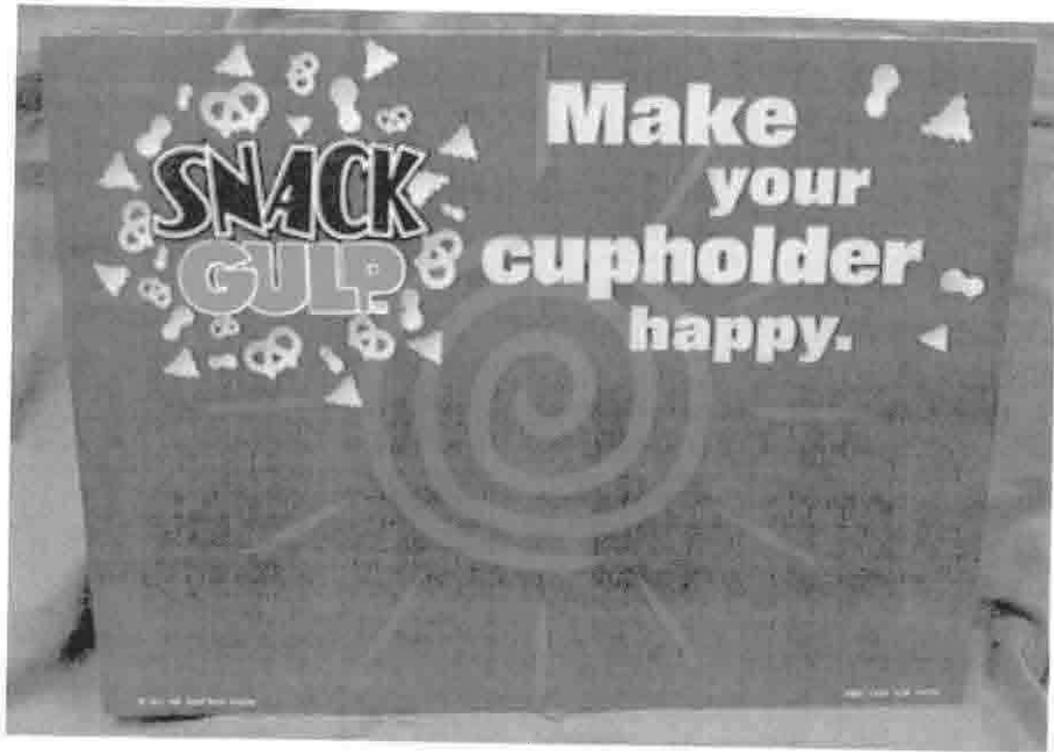


POST 01/06 PULL 9/00K

New!

Take ItTM Shake It

LC9258



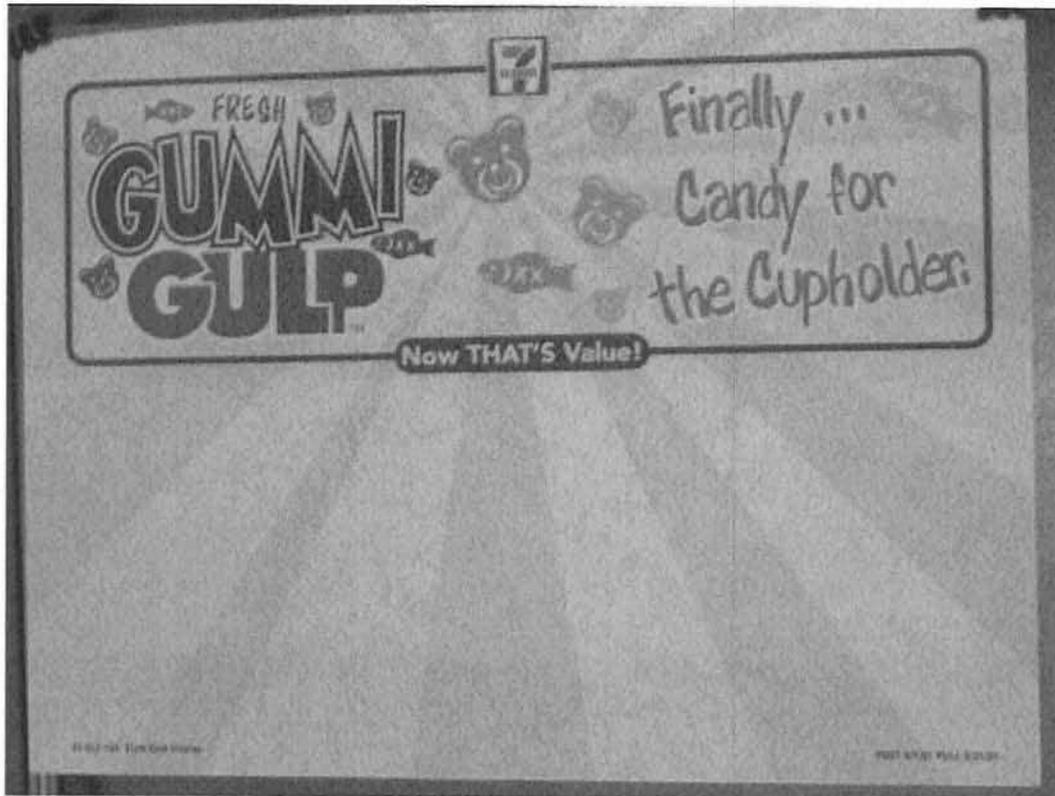






Exhibit 7











**Rev Up
for the
500**

**Team
7
ELEVEN**

**Watch Team 7-Eleven™
race for the checkered flag in Indianapolis**

See all the action on May 30th at 11:00 a.m. ET. Check local listings







New!
**Jalapeño
Cheeseburger
Big Bite &
Super Big Gulp**



\$1.69
Save 69¢



#5 SUPER BIG BITE® COMBO

- Super Big Bite®
- 44 oz. Super Big Gulp™
- Any Big Grab®
Frito-Lay® Chips

\$2.99
LIMIT ONE PER CUSTOMER

New Bell Style!

7-ELEVEN
THREE ALL DAY

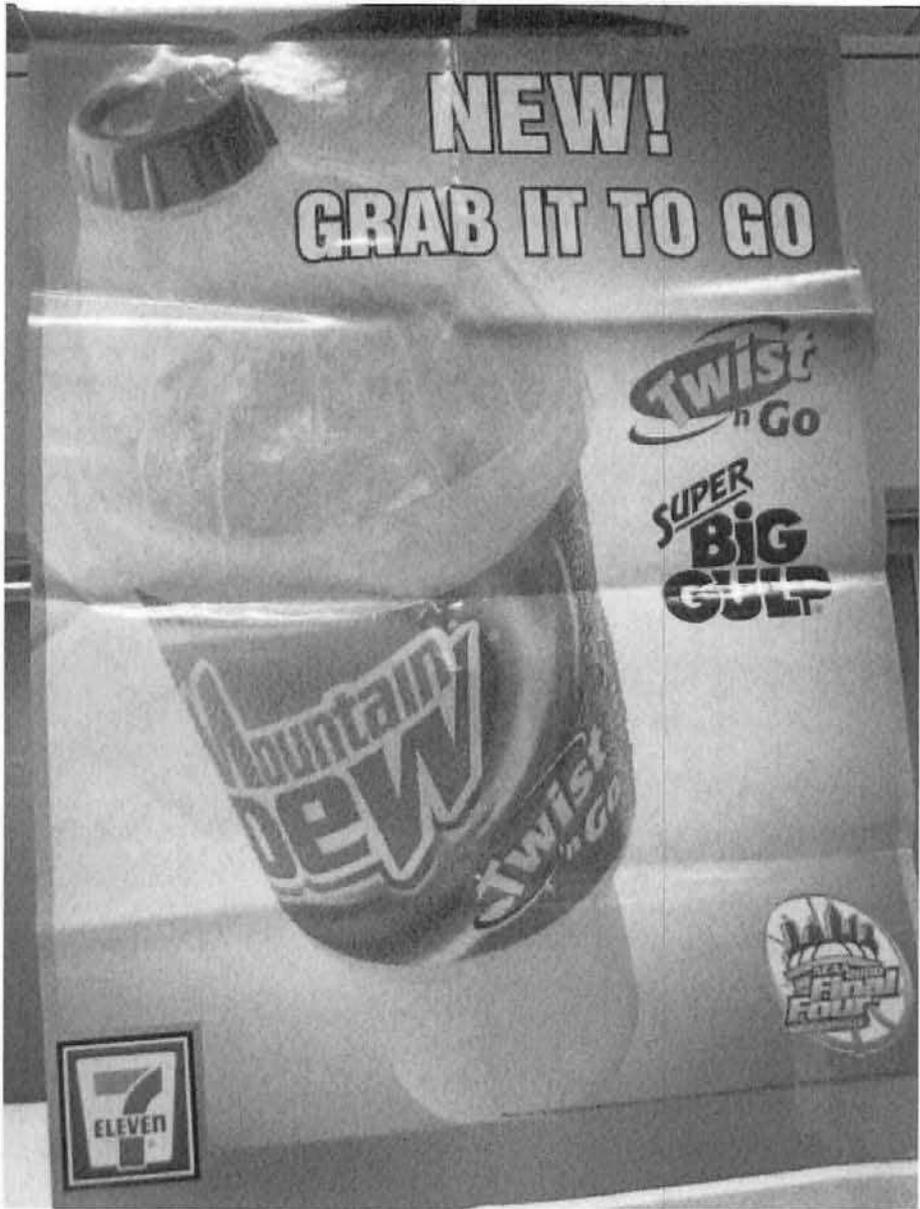
Clear Manager





7 **New!**
JALAPENO
Cheeseburger Big Bite™
& Super Big Gulp

\$1.89
Save 49¢



Big Lunch!

1/3 lb Biggest Big Bite & Super Big Gulp

\$1.69

Save 49¢
+Tax



SUPER BIG GULP



© 2011



gift card



Oh thank
heaven!SM

Slurpee[®], Big Gulp[®] and a whole lot more!

CARD CONTAINS NO VALUE UNTIL ACTIVATED BY CASHIER.

gift card





\$2.99

1/4 lb Big Bite, 7-SELECT[™] Chips and Big Gulp[®]

Super
Big Gulp[®]
only 20¢
more!



Offers valid in California only on select 7-SELECT[™] Super Big Gulp[®] and 1/4 lb. May require store sign.

ICE CREAMS

99¢
20 oz.
Gulp

\$1.09
32 oz.
Big Gulp

\$1.19
44 oz.
Super Big Gulp

\$1.39
64 oz.
Double Gulp

89¢
fills 52 oz.
& Under

Not Available
in This State
Retailer
100 oz.

Super
Big Gulp
only 20¢
more!

**BIG
GULP**

7-SELECT
Kettle Style
Potato Chips
original
All potatoes
cut and cooked
fresh

**X-MEN ORIGINS
WOLVERINE**
ONLY IN THEATERS

**1/2 lb Big Bite,
7-SELECT Chips and Big Gulp®**
\$2.99

Pepper
MORE

Exhibit 8

J. WALTER THOMPSON COMPANY
875 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS 60611



TELEVISION COMMERCIAL

ISCI CODE: YSJS0193
CLIENT : THE SOUTHLAND CORPORATION
PRODUCT : HUNGRY-DELI/SBG/BITE/COFFEE

4/25/90 jm (bg)

TITLE: "HUNGRY-DELI/SBG/BIG BITE/COFFEE"
LENGTH: :30 TV
STATUS: AS PRODUCED

VIDEO

AUDIO

V0: Americans are busy. Yet somewhere between here and there, and there and here, they find time to do a thing called "eat".

That's when those who know, find a 7-Eleven the only place they can grab a Fresh Deli Sandwich and a Super Big Gulp, or a Quarter Pound Big Bite and a cup of fresh ground 7-Eleven coffee. And still have time to enjoy them.

You could take your appetite somewhere else. But those who know, satisfy theirs at 7-Eleven. The sign of the times.

© 1990 The Southland Corporation



TELEVISION COMMERCIAL

ISCI CODE: YSJS0272
CLIENT: THE SOUTHLAND CORPORATION
PRODUCT: B/C SOFT DRINKS, FSD,
JUICE

5/24/90 jmr

TITLE: "ULTIMATE THIRST"
LENGTH: :25/:05
STATUS: AS PRODUCED

VIDEO

MAN AT WATER COOLER TAKES DRINK, BOY HANGS FROM CHIN-UP BAR WITH COACH. CYCLING TEAM RIDES BY. C/U ACCORDIAN PLAYER IN BAND. ORIENTAL COUPLE DANCING. MALE STEAMING TROUSERS AT CLEANERS. MAN AT WATER COOLER ATTEMPTS TO TAKE DRINK.

C/U TABASCO BOTTLES AT ASSEMBLY. 3 MALES CLIMB WOODEN OBSTACLE COURSE. C/U PEPSI BOTTLES AT ASSEMBLY. MAN SIPPS SUPER BIG GULP IN LAUNDRYMAT. WOMAN PUSHES STALLED CAR WITH DRIVER IN RURAL AREA. C/U HAND REMOVES DIET COKE CANS FROM SHELF. HAND REMOVES 7-UP CANS FROM SHELF. HAND REMOVES TROPICANA JUICE FROM SHELF. C/U HAND HOLDING SUPER BIG GULP. MAN FINISHES UNSUCCESSFULLY ATTEMPTING TO DRINK AT COOLER AND BACKS UP TO WALL. 2 ANGLE SHOTS FOUNTAIN HEADS POURING SODA INTO SUPER BIG GULP CUP. MALE SIPPING SUPER BIG GULP WHILE TROUSERS ARE BEING STEAMED.

STAND-UP ANNOUNCER.

AUDIO

VO
IN RECENT YEARS, AMERICANS HAVE GONE OUT OF THEIR WAY TO FIND MORE WAYS TO BECOME CHRONICALLY THIRSTY.

THOSE WHO WANT MORE WAYS TO QUENCH THIS THIRST GO TO 7-ELEVEN. THE ONLY PLACE THEY CAN CHOOSE FROM SODAS TO JUICES TO SUPER BIG GULPS. COKE OR PEPSI - JUST THE WAY THEY WANT IT.

YOU COULD TAKE YOUR THIRST SOMEWHERE ELSE. BUT PEOPLE WHO WANT A CHOICE, TAKE THEIRS TO 7-ELEVEN.

THE SIGN OF THE TIMES.

© 1990 THE SOUTHLAND CORPORATION

W.B. DONER & COMPANY

TV COPY

CLIENT: 7-Eleven
PRODUCT: Taste of 7-Eleven
TITLE: "Travelog"
LENGTH: :30
JOB NO.
PAGE 1 OF 1

REV#5
DATE: 6/11/90

0743
0754

YSJS-0753

VIDEO

AUDIO

VO: Play "Taste of 7-Eleven" and picture yourself getting your next Super Big Gulp from a 7-Eleven...

in Historic London!...

Exotic Sydney!...

Enchanting Madrid!

And other great cities! Everyone wins every time. Just buy a Big Bite, Big Gulp, or Super Big Gulp, peel the game piece and instantly win free food,

discounts, even trips! Transportation by United Airlines. So play "Taste of 7-Eleven" today, and don't forget to write!

ALTERNATE: EVERYONE CAN WIN
EVERY TIME THEY PLAY.

DETROIT • BALTIMORE • CLEVELAND • LONDON • CHICAGO • ST. PETERSBURG • MONTREAL • TORONTO

2

711 GRASSROOTS CAMPAIGN
BEST OF - FOOD TV:30
AS PRODUCED 5/6/91

1928

BIG HUNGRY WORLD

Will A/SD WHOA Are you hungry?
VO: What's the difference at 711 ?
Cesar/NY How about a Big Bite ?
Frank/NY 1/4 lb, 100%, all beef Oscar Meyer hot dog.
Dee/LA On this hot dog you can get chili, cheese and all the fixings absolutely free.
Katie/SD And it's only at 7-11.
Mike/NY Super Big Gulps Super Value.
Linda/Dallas How about some nachos?
Werner/NY Anything you want, just ask me.
Chuck/LV So when you're hungry, come on in.
Velma/Den We're gonna treat you right.
VO: So that's the difference.
Dwight/LA It's a big big world, but why would you go anywhere else ?

711 GRASSROOTS CAMPAIGN
BEST OF - BEVERAGE TV:30
AS PRODUCED 5/691

1938

DIFFERENT THIRST

VO: What's the difference at 711 ?

Vicki/L.V. Super Big Gups! You can't those anyplace else

Julie/SD Did I hear someone say they're thirsty ?

Johnny/Balt Slurpee.

Mary/Nor Don't pass on bye, come on in.

Deb/LA At 7-11 we can quench any size thirst.

Joanne/SD We have Coke we have Pepsi.

Terry/LA We have all the softdrinks you'll ever need.

Cesar/NY Super Bug Gulp, propah.

Ketan/LA We've got the hottest prices on cold drinks.

Janet/DC We're gonna get you outta here with a smile on your face,
I guarantee it.

VO: So that's the difference.

Will A/SD If you want a cold drink, why go anyplace else?

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Coke/Bigger, Better/:15"
JOB #: 0319-SVN
SLATE #: YSJS - 0515
DATE: 6/6/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING SHOT
OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP
AND UNDER. AGGRESSIVE
MUSIC CONTINUES UNDER)

CUT TO THE TWO GUYS AROUND
THE STORE. EVERY TIME ONE
GUY TALKS THE OTHER GUY IS
BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at
7-Eleven!

CUT TO THE GUY HOLDING A
SUB COMBO MEAL UP TO
CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF SHOTS OF
SUBS BEING PILED HIGH WITH
FRESH TOPPINGS.

Guy2: With 3 kinds of meats and provolone
cheese!

Guy1: Or smoked turkey with swiss.

Alt. Guy2: *(alt. Delivered daily.)*

SEE SHOT OF BIG GULP BEING
FILLED WITH COKE AT THE
FOUNTAIN. AND THEN SEE SHOT
OF THE ENTIRE MEAL.

Guy2: Plus a Big Gulp and a Big Grab of
chips!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Pepsi/Bigger, Better/:15"
JOB #: 0319-SVN
SLATE #: YSJS - 0455
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

THEY'RE TALKING TO THE
CAMERA.

CUT TO THEM AROUND
THE STORE. EVERY TIME
ONE GUY TALKS THE
OTHER GUY IS BEHIND HIM
EXCITED.

Guy1: Hey, there's Big News at
7-Eleven!

CUT TO SHOT GUY
HOLDING COMBO MEAL
UP TO CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog
made by Oscar Meyer!

CUT TO SHOT OF GUYS IN
FRONT OF ROLLER GRILL.

Guy2: Top it with free chili and
cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD
GULPS BEING FILLED WITH
PEPSI FROM THE
FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL.

Guy2:

All for just \$1.99!

THE PRICE COMES UP IN
THE SCREEN.

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Coke/Bigger, Better/:15"
JOB #: 0319-SVN
SLATE #: YSJS - 0475
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

THEY'RE TALKING TO THE
CAMERA.

CUT TO THEM AROUND
THE STORE. EVERY TIME
ONE GUY TALKS THE
OTHER GUY IS BEHIND HIM
EXCITED.

Guy1: Hey, there's Big News at
7-Eleven!

CUT TO SHOT GUY
HOLDING COMBO MEAL
UP TO CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog
made by Oscar Meyer!

CUT TO SHOT OF GUYS IN
FRONT OF ROLLER GRILL.

Guy2: Top it with free chili and
cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD
GULPS BEING FILLED WITH
COKE FROM THE
FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL.

Guy2:

All for just \$1.99!

THE PRICE COMES UP IN
THE SCREEN.

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, **better** summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Pepsi/Bigger, Better/:15"
JOB #: 0319-SVN
SLATE #: YSJS - 0495
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)

CUT TO THE TWO GUYS AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at 7-Eleven!

CUT TO THE GUY HOLDING A SUB COMBO MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF SHOTS OF SUBS BEING PILED HIGH WITH FRESH TOPPINGS.

Guy2: With 3 kinds of meats and provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt. Guy2: (alt. Delivered daily.)

SEE SHOT OF BIG GULP BEING FILLED WITH PEPSI AT THE FOUNTAIN. AND THEN SEE SHOT OF THE ENTIRE MEAL.

Guy2: Plus a Big Gulp and a Big Grab of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Pepsi/Bigger, Better/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0585
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)

THEY'RE TALKING TO THE CAMERA.

CUT TO THEM AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.

Guy1: Hey, there's Big News at 7-Eleven!

CUT TO SHOT GUY HOLDING COMBO MEAL UP TO CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog made by Oscar Meyer!

CUT TO SHOT OF GUYS IN FRONT OF ROLLER GRILL.

Guy2: Top it with free chili and cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD GULPS BEING FILLED WITH PEPSI FROM THE FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL. THE PRICE COMES UP IN THE SCREEN, ALONG W/LEGAL "PRICES, PRODUCT AND PARTICIPATION MAY VARY."

Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Pepsi/OTH/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0595
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR TWO
GUYS.

SFX: (BIG EXCITING MUSIC STING
UP AND UNDER. AGGRESSIVE
MUSIC CONTINUES UNDER)

THEY'RE TALKING TO THE
CAMERA.

CUT TO THEM AROUND THE
STORE. EVERY TIME ONE
GUY TALKS THE OTHER GUY
IS BEHIND HIM EXCITED.

Guy1: Hey, there's Big News at
7-Eleven!

CUT TO SHOT GUY HOLDING
COMBO MEAL UP TO
CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog
made by Oscar Meyer!

CUT TO SHOT OF GUYS IN
FRONT OF ROLLER GRILL.

Guy2: Top it with free chili and cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD
GULPS BEING FILLED WITH
PEPSI FROM THE FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL.
THE PRICE COMES UP IN THE
SCREEN, ALONG W/LEGAL
"PRICES, PRODUCT AND
PARTICIPATION MAY VARY."

Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: Oh Thank Heaven.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Coke/Bigger, Better/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0605
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR TWO
GUYS.

SFX: (BIG EXCITING MUSIC STING
UP AND UNDER. AGGRESSIVE
MUSIC CONTINUES UNDER)

THEY'RE TALKING TO THE
CAMERA.

CUT TO THEM AROUND THE
STORE. EVERY TIME ONE
GUY TALKS THE OTHER GUY
IS BEHIND HIM EXCITED.

Guy1: Hey, there's Big News at
7-Eleven!

CUT TO SHOT GUY HOLDING
COMBO MEAL UP TO
CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog
made by Oscar Meyer!

CUT TO SHOT OF GUYS IN
FRONT OF ROLLER GRILL.

Guy2: Top it with free chili and cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD
GULPS BEING FILLED WITH
COKE FROM THE FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL.
THE PRICE COMES UP IN THE
SCREEN, ALONG W/LEGAL
"PRICES, PRODUCT AND
PARTICIPATION MAY VARY."

Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

-
:
-

CLIENT: 7-ELEVEN
 JOB: :15 SUMMER TELEVISION
 TITLE: "Big Bite Combo/Coke/OTH/Rev. Super :15"
 JOB #: 0319-SVN
 SLATE #: YSJS - 0615
 DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)

THEY'RE TALKING TO THE CAMERA.

CUT TO THEM AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.

Guy1: Hey, there's Big News at 7-Eleven!

CUT TO SHOT GUY HOLDING COMBO MEAL UP TO CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog made by Oscar Meyer!

CUT TO SHOT OF GUYS IN FRONT OF ROLLER GRILL.

Guy2: Top it with free chili and cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD GULPS BEING FILLED WITH COKE FROM THE FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL. THE PRICE COMES UP IN THE SCREEN, ALONG W/LEGAL "PRICES, PRODUCT AND PARTICIPATION MAY VARY."

Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: Oh Thank Heaven.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Pepsi/Bigger, Better/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0625
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

CUT TO THE TWO GUYS
AROUND THE STORE.
EVERY TIME ONE GUY
TALKS THE OTHER GUY IS
BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at
7-Eleven!

CUT TO THE GUY
HOLDING A SUB COMBO
MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF
SHOTS OF SUBS BEING
PILED HIGH WITH FRESH
TOPPINGS.

Guy2: With 3 kinds of meats and
provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt. Guy2: *(alt. Delivered daily.)*

SEE SHOT OF BIG GULP
BEING FILLED WITH PEPSI
AT THE FOUNTAIN. AND
THEN SEE SHOT OF THE
ENTIRE MEAL, WITH LEGAL
UNDERNEATH "PRODUCT
AND PARTICIPATION MAY
VARY."

Guy2: Plus a Big Gulp and a Big Grab
of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Pepsi/OTH/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0635
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)

CUT TO THE TWO GUYS AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at 7-Eleven!

CUT TO THE GUY HOLDING A SUB COMBO MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF SHOTS OF SUBS BEING PILED HIGH WITH FRESH TOPPINGS.

Guy2: With 3 kinds of meats and provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt.Guy2: (alt. Delivered daily.)

SEE SHOT OF BIG GULP BEING FILLED WITH PEPSI AT THE FOUNTAIN. AND THEN SEE SHOT OF THE ENTIRE MEAL, WITH LEGAL UNDERNEATH "PRODUCT AND PARTICIPATION MAY VARY."

Guy2: Plus a Big Gulp and a Big Grab of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

Oh Thank Heaven.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Coke/Bigger, Better/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0645
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

CUT TO THE TWO GUYS
AROUND THE STORE.
EVERY TIME ONE GUY
TALKS THE OTHER GUY IS
BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at
7-Eleven!

CUT TO THE GUY
HOLDING A SUB COMBO
MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an Italian Big Sub.

CUT TO A VARIETY OF
SHOTS OF SUBS BEING
PILED HIGH WITH FRESH
TOPPINGS.

Guy2: With 3 kinds of meats and
provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt. Guy2: (alt. Delivered daily.)

SEE SHOT OF BIG GULP
BEING FILLED WITH COKE
AT THE FOUNTAIN. AND
THEN SEE SHOT OF THE
ENTIRE MEAL, WITH LEGAL
UNDERNEATH "PRODUCT
AND PARTICIPATION MAY
VARY."

Guy2: Plus a Big Gulp and a Big Grab
of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

It's a bigger, better summer.

-
:
-

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Sub Combo/Coke/OTH/Rev. Super :15"
JOB #: 0319-SVN
SLATE #: YSJS - 0655
DATE: 6/7/01 – AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG
EXCITING, COMPELLING
SHOT OF ONE OF OUR
TWO GUYS.

SFX: (BIG EXCITING MUSIC
STING UP AND UNDER.
AGGRESSIVE MUSIC
CONTINUES UNDER)

CUT TO THE TWO GUYS
AROUND THE STORE.
EVERY TIME ONE GUY
TALKS THE OTHER GUY IS
BEHIND HIM EXCITED.

Guy1: Big stuff is going on here at
7-Eleven!

CUT TO THE GUY
HOLDING A SUB COMBO
MEAL UP TO CAMERA.

Guy2: It's the Big Sub Combo!

Guy1: Choose an *Italian* Big Sub.

CUT TO A VARIETY OF
SHOTS OF SUBS BEING
PILED HIGH WITH FRESH
TOPPINGS.

Guy2: With 3 kinds of meats and
provolone cheese!

Guy1: Or smoked turkey with swiss.

Alt. Guy2: (*alt. Delivered daily.*)

SEE SHOT OF BIG GULP
BEING FILLED WITH COKE
AT THE FOUNTAIN. AND
THEN SEE SHOT OF THE
ENTIRE MEAL, WITH LEGAL
UNDERNEATH "PRODUCT
AND PARTICIPATION MAY
VARY."

Guy2: Plus a Big Gulp and a Big Grab
of chips!

7-ELEVEN
LOGO END TAG

Guy1 &
2:

Oh Thank Heaven.

CLIENT: 7-ELEVEN
JOB: :15 SUMMER TELEVISION
TITLE: "Big Bite Combo/Pepsi/Bigger, Better/Rev. Audio #2"
JOB #: 0319-SVN
SLATE #: YSJS - 0715T
DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)

THEY'RE TALKING TO THE CAMERA.

CUT TO THEM AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.

Guy1: Hey, there's Big News at 7-Eleven!

CUT TO SHOT GUY HOLDING COMBO MEAL UP TO CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog made by Oscar Meyer!

CUT TO SHOT OF GUYS IN FRONT OF ROLLER GRILL.

Guy2: Top it with free chili and cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD GULPS BEING FILLED WITH PEPSI FROM THE FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL. THE PRICE COMES UP IN THE SCREEN, ALONG W/LEGAL "PRICES, PRODUCT AND PARTICIPATION MAY VARY."

Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

CLIENT: 7-ELEVEN
 JOB: :15 SUMMER TELEVISION
 TITLE: "Big Bite Combo/Pepsi/Oh Thank Heaven/Rev. Audio #2"
 JOB #: 0319-SVN
 SLATE #: YSJS - 0725T
 DATE: 6/7/01 - AS PRODUCED

VIDEO

AUDIO

SPOT OPENS ON A BIG EXCITING, COMPELLING SHOT OF ONE OF OUR TWO GUYS.

SFX: (BIG EXCITING MUSIC STING UP AND UNDER. AGGRESSIVE MUSIC CONTINUES UNDER)

THEY'RE TALKING TO THE CAMERA.

CUT TO THEM AROUND THE STORE. EVERY TIME ONE GUY TALKS THE OTHER GUY IS BEHIND HIM EXCITED.

Guy1: Hey, there's Big News at 7-Eleven!

CUT TO SHOT GUY HOLDING COMBO MEAL UP TO CAMERA.

Guy2: It's the New Big Bite Combo.

Guy1: A delicious Big Bite Hot Dog made by Oscar Meyer!

CUT TO SHOT OF GUYS IN FRONT OF ROLLER GRILL.

Guy2: Top it with free chili and cheese!

Guy1: Whatever you want!

SEE SHOT OF ICE COLD GULPS BEING FILLED WITH PEPSI FROM THE FOUNTAIN.

Guy2: an ice-cold Gulp!

Guy1: And a Big Grab of chips...

SEE THE ENTIRE MEAL. THE PRICE COMES UP IN THE SCREEN, ALONG W/LEGAL "PRICES, PRODUCT AND PARTICIPATION MAY VARY."

Guy2: All for just \$1.99!

7-ELEVEN
LOGO END TAG

Guy1 & 2: It's a bigger, better summer.

CLIENT: 7-ELEVEN
JOB: :30 Television
TITLE: "Banking With A Big Gulp/V.com Revision/Rev. Super"
JOB #: 0342-SVN
SLATE #: YSJS - 0933
DATE: 10/08/01 - AS PRODUCED

VIDEO

AUDIO

OPEN ON A TWENTY SOMETHING GUY, DAVE, AS HE FRANTICALLY RUNS THROUGH SIDEWALK TRAFFIC TO GET TO THE CHECK CASHING PLACE. IT'S 4:59 P.M. AND HE'S GOT TO CASH HIS PAYCHECK. JUST AS HE GETS TO THE FRONT DOOR, WE SEE THIS CROCHETY WOMAN FLIP THE "CLOSED" SIGN AND LAUGH IN HIS FACE. HE'S TOTALLY DEJECTED.

DAVE: Noooooooooo!

POOF! OUR ANGEL SUDDENLY APPEARS NEXT TO DAVE.

ANGEL: Never fear, check casher.

ANGEL, WITH A HAND ON DAVE'S SHOULDER...

...POOFS! AND THEY'RE IN 7-ELEVEN, STANDING AT THE FINANCIAL SERVICES CENTER. DAVE HAS HIS CHECK IN HAND.

ANGEL: With 7-Eleven's new V.com, you can cash checks, wire money, even get a money order...

DAVE'S INTRIGUED.

CUT TO DAVE PRESSING CHECK CASHING BUTTON ON SCREEN.

CLOSE UP OF DAVE PULLING CASH OUT OF THE MACHINE..

ANGEL: ...24 hours a day, 7 days a week. I call it "Oh 'Bank' Heaven." And the best part of V.com? Banking with a Big Gulp.

ANGEL SETS A BIG GULP DOWN ON THE MACHINE (OFF CAMERA).

LEGAL SUPER: "AT PARTICIPATING STORES. TERMS AND CONDITIONS MAY APPLY."

DAVE PICKS UP A BIG GULP AND

DAVE: Cool!

CLIENT: 7-ELEVEN
JOB: :50/:10 - Bay Area Radio
TITLE: "The Big Talk" - Revised
JOB #: SVN-017
SLATE #: SVN-7066R
DATE: 02/19/97 - As Produced

VO: One of the most difficult tasks parents face is talking to their children about dating. Sure, I was nervous about it, but for our talk, like any good parent, I took my son to 7-Eleven. They made it easy to talk about how dating works. When I showed him the freshness date clearly marked on the Berkeley Farms low fat milk, it was like a whole new world had opened up to him. He discovered even the fresh Deli-Central pita sandwiches and salads were dated as well. Oh sure, there were questions, and it took a while to explain how the hot 7-Eleven coffee is always fresh, but we worked through it together. And we walked out of there with a stronger bond and some fresh fruit as well. Even better, I'd told my son the truth about dating. And somehow, I knew I could tackle even the tough questions when he asks. Like, where do Big Gulps come from?

ANNCR: Right now at participating Bay Area 7-Elevens, get any fresh Deli-Central breakfast sandwich, like the ham and cheese croissant, for \$1.29, when you buy any beverage. 7-Eleven. Fresh Stuff. Fresh Store. Oh, thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & 7-Eleven/Sport Gulp and Burger Big Bite/Non-CDC
Markets"
JOB #: SVN-032
SLATE #: SVN-7126R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at the ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. Of course, in baseball, you're expected to give 100 percent, just like the new 100 percent beef quarter pound Burger Big Bite now available at 7-Eleven. Like a lot of baseball players, at first glance, the Burger Big Bite looks like a hot dog, but on closer inspection, it's a freshly grilled hamburger. So come on into 7-Eleven and pick up a Sport Gulp and Burger Big Bite. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & 7-Eleven/Sport Gulp and Burger Big Bite/Tucson Tag"
JOB #: SVN-032
SLATE #: SVN-7136R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at the ball game or 7-Eleven, ice cold drinks are important. Take the refillable, insulated major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. Of course, in baseball, you're expected to give 100 percent, just like the new 100 percent beef quarter pound Burger Big Bite now available at 7-Eleven. Like a lot of baseball players, at first glance, the Burger Big Bite looks like a hot dog, but on closer inspection, it's a freshly grilled hamburger. So come on into 7-Eleven and pick up a Sport Gulp and Burger Big Bite. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: Stop by now and get a Pepsi 12-pack for just \$2.99. At participating stores while supplies last. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & 7-Eleven/Sport Gulp and Pita/CDC Markets #1"
JOB #: SVN-032
SLATE #: SVN-7146R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at the ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp container now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. Of course, in baseball, there are a lot of rich guys, and at 7-Eleven, they've got Pita Sandwiches made with Louis Rich turkey, Swiss cheese and crispy lettuce, all put together on fresh pita bread. So come on into 7-Eleven and pick up a Sport Gulp and Pita Sandwich. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & 7-Eleven/Sport Gulp and Pita/CDC Markets #2"
JOB #: SVN-032
SLATE #: SVN-7156R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp container now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. Of course, in baseball, there are a lot of rich guys, and at 7-Eleven, they've got Pita Sandwiches made with Louis Rich turkey and Oscar Mayer ham plus Swiss cheese and crispy lettuce, all put together on fresh pita bread. So come on into 7-Eleven and pick up a Sport Gulp and Pita Sandwich. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

--
:
-

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Grill/12 Pack"
JOB #: SVN-032
SLATE #: SVN-7186R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four grill items and you get a free Pepsi 12 pack. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven stuff, like Oscar Mayer all-beef hot dogs or the Burger Big Bite, the new, all-beef quarter pound hamburger that's freshly grilled. And just for buying four Super Big Gulps and four grill items, 7-Eleven throws in a free 12 pack of Pepsi. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Deli Central/12 Pack"
JOB #: SVN-032
SLATE #: SVN-7206R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four Deli Central sandwiches and you get a free Pepsi 12 pack. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven Deli Central sandwiches, like the pita sandwich made with delicious Louis Rich turkey and Kraft Swiss cheese. And just for buying four Super Big Gulps and four sandwiches, 7-Eleven throws in a free 12 pack of Pepsi as well. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Sport Gulp - Utz Chip Promotion/Tidewater, Richmond"
JOB #: SVN-032
SLATE #: SVN-7236R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. And as if that weren't enough, you can also get a free one ounce bag of Utz potato chips when you buy a new Burger Big Bite at 7-Eleven. The Burger Big Bite's an all-beef quarter pound hamburger that's freshly grilled. So come on into 7-Eleven and pick up a Sport Gulp and Burger Big Bite. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores while supplies last. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

--
:
-

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Sport Gulp - Frito Lay Promotion/Orlando, Tampa"
JOB #: SVN-032
SLATE #: SVN-7246R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. And as if that weren't enough, you can also get a Frito Lay Big Grab bag of chips free when you buy any Deli Central sub sandwich and a beverage. Choose from three subs: turkey and cheese, ham and cheese, and the salami and ham hoagie, all topped with lettuce and tomato and made fresh daily. So come on into 7-Eleven and get a Sport Gulp and sub sandwich. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores while supplies last. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

--
:
-

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Sport Gulp - Dutch Crunch Sub/San Jose" Rev.
JOB #: SVN-032
SLATE #: SVN-7296R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. And as if that weren't enough, you can also get a Dutch Crunch Sub for only \$1.99 when you buy any beverage. The sub comes in two flavors: turkey and ham, served on a crunchy baked roll. So come on into 7-Eleven and get a Sport Gulp and a sub. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

--
:
-

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Sport Gulp - Utz Chip Promotion/Washington DC" Rev.
JOB #: SVN-032
SLATE #: SVN-7306R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN, UP AND UNDER)

VO: You know when you get right down to it, big league baseball and 7-Eleven are a lot alike. In both, you can be out in a matter of seconds. You associate both with hot dogs, and whether you're at a ball game or 7-Eleven, ice cold drinks are important. Take the refillable major league baseball Sport Gulp now at 7-Eleven. It fits virtually any car cup holder and you can fill it with 28 ounces of ice cold Pepsi. And unlike at the ballpark, it'll keep your drinks cold a long time. And as if that weren't enough, you can also get a free one ounce bag of Utz potato chips when you buy any 7-Eleven Deli Central sandwich. Like the bologna and cheese or the cold cut sub, all topped with lettuce and tomato and made fresh daily. So come on into 7-Eleven, and get a Sport Gulp and sandwich. While you're there, maybe you could even pick up five or six pieces of bubble gum and stuff 'em in your mouth, which is another one of those baseball things.

ANNCR: At participating stores while supplies last. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Deli Central/Pepsi Two 2-Liters" Rev.
JOB #: SVN-032
SLATE #: SVN-7316R
DATE: 05/09/97
05/13/97 - As Produced

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four Deli Central sandwiches and you get two 2-liter bottles of Pepsi -- free. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven Deli Central sandwiches, like the pita sandwich made with delicious Louis Rich turkey and Kraft Swiss cheese. And just for buying four Super Big Gulps and four sandwiches, 7-Eleven throws in two 2-liter bottles of free Pepsi. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Grill/Pepsi Two 2-Liters" Rev. #2
JOB #: SVN-032
SLATE #: SVN-7376R
DATE: 05/09/97
05/20/97

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four quarter pound grill items and you get two 2-liter bottles of Pepsi -- free. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven stuff, like Oscar Mayer all-beef hot dogs or the Burger Big Bite, the new, all-beef quarter pound hamburger that's freshly grilled. And just for buying four Super Big Gulps and four quarter pound grill items, 7-Eleven throws in two 2-liter bottles of free Pepsi. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Baseball
TITLE: "Baseball & Big Gulps/Grill/12 Pack" Rev.
JOB #: SVN-032
SLATE #: SVN-7386R
DATE: 05/09/97
05/20/97

MUSIC: (OLD-TIME BALLPARK ORGAN UP AND UNDER)

VO: You know, when I think about the things that make this country great, like most people, I think first of those two uniquely American inventions, the great game of baseball and, of course, the Super Big Gulp. And right now at 7-Eleven, they're celebrating the beauty of the great game and the great Gulp with their major league baseball all-star deal. Buy four Super Big Gulps and any four quarter pound grill items and you get a free Pepsi 12 pack. No, you don't have to buy 'em all at once. We'll give you a card and stamp it each time. Just think, great 7-Eleven stuff, like Oscar Mayer all-beef hot dogs or the Burger Big Bite, the new, all-beef quarter pound hamburger that's freshly grilled. And just for buying four Super Big Gulps and four quarter pound grill items, 7-Eleven throws in a free 12 pack of Pepsi. The Super Big Gulp, like baseball, woven into the American fabric. Next thing you know they'll be doing a documentary series on Public TV about it. It could happen.

ANNCR: At participating stores. 7-Eleven. National headquarters for the national pastime. Oh thank heaven.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - \$5.00"
JOB #: SVN-050
SLATE #: SVN-7436R
DATE: 06/09/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, spend just \$5, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff-- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. See participating 7-Eleven stores for details. While supplies last. Promotion excludes gasoline, alcohol and lottery.

MUSIC: [STINGER]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - \$7.11"
JOB #: SVN-050
SLATE #: SVN-7446R
DATE: 06/09/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, spend just 7 dollars and 11 cents, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff-- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. See participating 7-Eleven stores for details. While supplies last. Promotion excludes lottery.

MUSIC: [STINGER]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - Deli/Ovens"
JOB #: SVN-050
SLATE #: SVN-7456R
DATE: 06/09/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, purchase any Deli Central item and any beverage, and we'll give you our 70th Birthday Card, filled with coupons for a free Slurpee, free coffee, a free World Ovens Donut, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. It's our birthday gift to you. See participating 7-Eleven stores for details. While supplies last.

MUSIC: [STINGER]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - Deli/Big Bite"
JOB#: SVN-050
SLATE #: SVN-7466R
DATE: 06/16/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, purchase any Deli Central item and any beverage, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff -- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. It's our birthday gift to you. See participating 7-Eleven stores for details. While supplies last.

MUSIC: [STINGER]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: Gospel: "Birthday Offer - \$5.00"
JOB #: SVN-050
DATE: 06/16/97-As Produced

MUSIC: [OH THANK HEAVEN FOR 7-ELEVEN...]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, spend just \$5, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff-- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [THANK HEAVEN FOR 7-ELEVEN; THANK HEAVEN,...OOH, YEAH, YEAH, THANK HEAVEN,...THANK HEAVEN...]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [THANK HEAVEN; THANK HEAVEN FOR 7-ELEVEN;...YEAH, YEAH, YEAH,...OH THANK HEAVEN...]

VO: The special edition 70th Birthday Card. See participating 7-Eleven stores for details. While supplies last. Promotion excludes gasoline, alcohol and lottery.

MUSIC: [OH THANK HEAVEN]

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Gospel - Birthday Offer - Deli/Big Bite"
JOB#: SVN-050
SLATE #: SVN-7466R
DATE: 06/16/97
06/16/97 - Revision 1
06/23/97 - As Produced

MUSIC: [GOSPEL SINGERS UP, HOLD, THEN UNDER]

VO: Right now at 7-Eleven it's our 70th birthday. So how do we plan to celebrate? By giving you the gifts. Stop in, purchase any Deli Central item and any beverage, and we'll give you our 70th Birthday Card, filled with coupons for all kinds of fresh free stuff -- a free Slurpee, free coffee, a free Big Bite, and a free Big Gulp.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The operative word here, of course, is free. Free, as in a gift from 7-Eleven to you. On our birthday. So consider this your personal invitation.

MUSIC: [SINGERS BACK UP, HOLD, AND UNDER]

VO: The special edition 70th Birthday Card. It's our birthday gift to you. See participating 7-Eleven stores for details. While supplies last.

MUSIC: [STINGER]

201

RADIO COPY

CLIENT: THE SOUTHLAND CORPORATION
PRODUCT: 7-ELEVEN/A.M. MESSAGE
LENGTH: :60
TITLE: "MADAME" As recorded.
AB/RG/CS/RS

Page # 2
CLIENT # 10-1051100
P/J# 10-STL-0020
1/29/98 • 1:49 PM
JG/ALR/AQ

ENGLISH TRANSLITERATION

JINGLE: 7-ELEVEN.
SFX: STREET SOUNDS. YAPPY LITTLE DOG BARKING.

WOMAN: Jaime...
JAIME: Yes, ma'am...
WOMAN: (mouth watering) I'm dying for some hot coffee.
But I want something delicious.
JAIME: Of course, ma'am ...
WOMAN: (anxious) Something full of flavor. But not just any coffee.
JAIME: Certainly, ma'am ...
SFX: DOG BARKING.
WOMAN: But we have no time ... My Fifi has her appointment in 10 minutes.
JAIME: Don't worry ma'am, we can stop by 7-Eleven.
WOMAN: (surprised) 7-Eleven?

ANNCR: Start your day off right at 7-Eleven with our new, delicious freshly ground, freshly brewed French Roast coffee, made with Colombian and Brazilian beans, that make it more flavorful. Or our regular exclusive blend of 7-Eleven coffee, a Cafe Select with flavors like vanilla nut or Irish cream, a cappuccino or a Super Big Gulp. And while you're there, try the our fresh grilled Sausage Breakfast Bite, made by Oscar Mayer.

WOMAN: (desperate, annoyed) Jaimeeeeeee...
JAIME: Yes, ma'am...
WOMAN: (desperate, annoyed) Get Fifi's treats, she's eating my Breakfast Bite.

ANNCR: Only at participating stores.

JINGLE: COUNT ON 7-ELEVEN.

CLIENT: 7-ELEVEN
JOB: :60 Angel Radio
TITLE: "Non-Carb/Mr. Senator"
JOB #: SVN-142
SLATE #: SVN-8856R
DATE: 7/30/98 - As Produced

SFX: (OPEN ON THE FLOOR OF THE U.S. SENATE. SPEAKER POUNDS A GAVEL.)

SPEAKER: The chair now recognizes the distinguished congressman from Illinois.

SENATOR: Mr. Speaker, I come before you with a bipartisan effort to ensure a lasting and enduring presence for the greatest American icons of our time. I speak of course of the Big Gulp, The Super Big Gulp and the Double Gulp from 7-Eleven. Today they stand proud, but what does the future hold?

SFX: (POOF, HARP GLISS. ANGEL APPEARS.)

SPEAKER: The chair now recognizes the angel that just appeared out of nowhere.

ANGEL: Mr. Speaker, I believe I can answer that question. What's in store for the Great American Big Gulp? More variety. Like Gatorade, Lipton Brisk Tea and Hawaiian Punch poured over ice in a Big Gulp, Super Big Gulp or Double Gulp cup. I have seen the future of the Big Gulp and it has more choices and fewer bubbles!

SFX: (CROWD ROARS.)

SENATOR: I move we adjourn to 7-Eleven!

ANGEL: I second that motion.

SPEAKER: Motion carries. Big Gulps rule!!!

SFX: (CROWD ROARS EVEN LOUDER)

SING: OH THANK HEAVEN.

SENATOR: Only at participating 7-Eleven stores.

--
:
-

CLIENT: 7-ELEVEN
JOB: :50/:10 Angel Radio
TITLE: "SBS Meal Deal/Drive-Thru"
JOB #: SVN-144
SLATE #: SVN-8906R
DATE: 09/02/98 - As Produced

OPEN ON A GUY PLACING AN ORDER AT A DRIVE-THRU.

SFX: (WINDOW ROLLS DOWN, STREET NOISE, GUY SHOUTS HIS ORDER)

JIM: Yeah, give me the #32 meal deal and I'll have . . . an orange soda.

CLERK: (INAUDIBLE REVERB) *Ithal a;thal aldkdia ill lsd?*

JIM: (YELLS SLOWLY) a #32 meal deal and an orange soda.

CLERK: (INAUDIBLE REVERB) *Ithal a ?*

SFX: (POOF! HARP GLISS. ANGEL APPEARS IN CAR)

JIM: Who are you?

ANGEL: I'm an angel. Wings . . . white flowing gown . . . Look, I know just the place for a quick meal with no annoying intercoms. Wanna go?

JIM: Sure.

SFX: (POOF! HARP GLISS. THEY'RE OFF TO 7-ELEVEN)

JIM: Hey, we're at 7-Eleven.

ANGEL: And this is the 7-Eleven Super Big Sub Meal Deal. Here, (GRABS A SANDWICH) your choice of any 7-Eleven Super Big Sub sandwich -- made and delivered fresh each morning -- (GRABS A BAG OF CHIPS) along with a Big Grab of chips (POURS A BIG GULP) and any Big Gulp fountain drink.

JIM: Sister, you just made my day.

ANGEL: No, I just made your lunch.

JIM: Oh yeah.

SING: OH THANK HEAVEN.

:10 LIVE

TAG: . . . only at participating 7-Eleven stores.



2711 North
Haskell Avenue
P.O. Box 711
Dallas, Texas
75221-0711



DIESTE & PARTNERS
MULTIMEDIA
DALLAS • LOS ANGELES • MIAMI • NEW YORK

(214) 828-7345

RADIO COPY

CLIENT: SOUTHLAND CORPORATION / 7-ELEVEN.	Page # 3
PRODUCT: FINANCIAL CENTER	CLIENT # 10-105100
LENGTH: :60	PJ# 10-STL-0032
TITLE: "I DON'T HAVE TIME" AS PRODUCED	10/1/98 • 3:29 PM
AB/RG/PM/CS/RS	AD/IE/JG/ALR/AC

(AS BACKGROUND) ... and sent money... and got gas and a Super Big Gulp and a Big Bite Hot Dog, and got delicious coffee...

ANNCR: To sign up quickly over the phone, call toll free 877-711-2274, or stop by participating 7-Eleven stores. Offer for free checks cashed good for a limited time. See participating 7-Eleven stores for details.

JINGLE: COUNT ON 7-ELEVEN.



CLIENT: 7-ELEVEN
JOB: :60 Angel Radio
TITLE: "Lipton /Hot Line"
JOB #: SVN-163
SLATE #: SVN-8986R
DATE: 10/14/98-AS PRODUCED

OPEN AT A HOT LINE/CRISIS CENTER. WOMAN ANSWERS PHONE, ON THE OTHER END OF THE LINE, WE HEAR A MAN AT A WEDDING RECEPTION.

SFX: (PHONE RINGS, WOMAN ANSWERS.)

ANGEL: Hello, angel hot line.

ROY: Yeah, I'm at my brother's wedding reception, and they just brought me some iced tea.

ANGEL: Uh-huh.

ROY: Well, there's no ice in it! How can they call it "iced tea" if there's no ice in it?

ANGEL: Good question. I'd suggest you go immediately to 7-Eleven.

ROY: 7-Eleven?

ANGEL: Uh-huh. You see 7-Eleven now has all your favorite non-carbonated beverages like Lipton Brisk Tea, Gatorade and Hawaiian Punch in a Big Gulp cup.

ROY: Love the Big Gulp.

ANGEL: You just fill your Big Gulp cup with as much ice as you want, pour on the Lipton Brisk Tea and *viola!* You've got iced tea, Big Gulp style!

ROY: 7-Eleven. Why didn't I think of that?

ANGEL: I don't know. But don't blame yourself. Just remember that no one on the face of the planet gives you Lipton Brisk Tea, Gatorade or Hawaiian Punch over ice like 7-Eleven.

ROY: Sister, I am on my way . . . and I'm bringing a bridesmaid!

ANGEL: How romantic.

SING: *OH THANK HEAVEN.*

CLIENT: 7-Eleven
JOB: :60 Angel Radio
TITLE: "FSC Alternate/Break Dancing"
JOB #: SVN-154
SLATE #: SVN-8996R
DATE: 10/14/98-AS PRODUCED

MUSIC: (BAD, GENERIC 80'S SOUNDING RAP BEAT)

SFX: (ANGEL POOF! HARP GLISS)

GUY: Who are *you*?

ANGEL: I'm an angel. You know, "OH Thank Heaven, 7-Eleven?" What are you doing home on a Friday night?

GUY: Um, break dancing.

ANGEL: *Break dancing?*

GUY: Uh, yeah. I figure it'll be back in someday. So I'm just gettin' ready.

ANGEL: You need to get out more.

GUY: Okay, I would have gone out tonight, but I didn't get off work in time to cash my paycheck.

ANGEL: Well, grab that paycheck and come with me.

SFX: (WHOOSH, THEY'RE AT 7-ELEVEN)

GUY: Whoa, to 7-Eleven?

ANGEL: Home of the 7-Eleven Financial Services Center, where you can cash checks 7 am to midnight, 7 days a week.

GUY: Cool. I can cash my check and hit the town! (PAUSES) Um okay, you're not going to tell anyone about that break dancing thing are you?

ANGEL: Buy me a Big Gulp, and you've got a deal.

SING: *OH THANK HEAVEN.*

GUY: And hey, for a limited time when you cash a check for \$150 or more at 7-Eleven, you'll get a free movie ticket sent to you by mail. Just go to a participating 7-Eleven store for details. Yo.



DIESTE & PARTNERS
P U B L I C I D A D

DALLAS • LOS ANGELES • MIAMI • NEW YORK

8204

RADIO COPY

CLIENT: THE SOUTHLAND CORPORATION.
PRODUCT: 7-ELEVEN.
LENGTH: :50/:10 AS PRODUCED.
TITLE: "SUPER BOWL SNACK SHOPPING"
AB/RG/PM/CS/RS

Page # 2
CLIENT # 10-105100
P# 10-STL-0033
1/12/99 • 10:01 AM
AD/IE/JG/ALR/AQ

ENGLISH TRANSLITERATION

SFX: FOOTBALL GAME ON TV. PEOPLE SHOUTING.
GUY: Paco, give us something to drink... with this terrible quarterback our throats are dry already.
PACO: (REACTING NERVOUSLY) It can't be! I forgot to buy drinks for the game...
SFX: CELESTIAL MUSIC.
ANGEL: Don't worry, Paco, I have a solution for you.
PACO: (SCARED) Ay!
ANGEL: (CALMING HIM) Take it easy, don't be scared, I'm an angel and I know what you need.
GUY: (BACKGROUND) What's up Paco?
ANGEL: Go to 7-Eleven, they have all the drinks you can imagine, cold and ready to go.
PACO: (RELIEVED) That's true! Let's see, help me make a list...
ANGEL: (PREPARED) Come on...
PACO: We need soft drinks, beer and bottled water. And while you're there, get some chips, pretzels, pizzas, nachos and salsa.
ANGEL: What else?
PACO: We need you to go buy them...
GUY: (BACKGROUND) You're so slow, Paco...!
ANGEL: (CONFUSED) Hey, no Paco...
PACO: (CONVINCING) Please, and I'll treat you to a Big Gulp Fountain Drink and you can return ...
ANGEL: To see the game?
PACO: No, for some Big Bite Hot Dogs for dinner.
ANGEL: (REACTING) Man!...
(DOUBTING) But you don't eat early, right?
ANNCR: Count on 7-Eleven.
:10 TAG.
ANNCR: At participating 7-Eleven stores.

RADIO COPY

CLIENT: SOUTHLAND
PRODUCT: 7-ELEVEN
LENGTH: :50/:10 **As recorded.**
TITLE: "NO TIME"
AB/RG/PM/CS/RS

Page # 2
CLIENT # 10-105100
PI# 10-STL-0039
2/24/99 • 11:06 AM
AD/IE/JG/ALR/AQ

ENGLISH TRANSLITERATION

GUY: (HURRYING) OK, the meeting from 8 to 9, from 9 to 10 in the warehouse, from 11 to 11:30 copies and finally Production... Perfect! I have 4 minutes to eat!

ANGEL: So go to 7-Eleven.

GUY: An angel! I'm seeing visions...

ANGEL: What vision, if you're really hungry and have little time, go for a Super Big Sub Sandwich from 7-Eleven, they have the most delicious variety delivered fresh every day.

GUY: What are they like?

ANGEL: The Italian has oven-roasted turkey, salami, pepperoni, provolone cheese, lettuce and tomato.

GUY: Mmmmmm.

ANGEL: They also have a delicious Turkey and Cheddar Sub.

GUY: Mmmmmm.

ANGEL: And the Ham and Turkey Combo has honey baked ham, oven roasted turkey, American cheese and a special sauce.

GUY: OK, bring me one of each and a Super Big Gulp filled with Coca-Cola Classic

ANGEL: Why me?

GUY: First because it's your fault I want them and second because you just took up 10 minutes of my time.

ANGEL: Come on!... (PATERNAL) You better eat them all, eh?



DIESTE & PARTNERS
P U B L I C I D A D

DALLAS • LOS ANGELES • MIAMI • NEW YORK

RADIO COPY

CLIENT: 7-ELEVEN, INC.
PRODUCT: FSD
LENGTH: :50/:10 • AS PRODUCED: 06/17/99
TITLE: "VIAJE" • ISCI CODE: ZDST-9062
AB/RG/PM/CS/RS

Page # 2
CLIENT # 10-105100
PJ# 10-STL-0043
6/24/99 • 2:49 PM
AD/IE/JG/ALR/AQ

ENGLISH TRANSLITERATION

SFX: INSIDE CAR.

WOMAN: (SATISFIED) *We've got everything: ... suitcases, the camera...*
(PAUSE, COMPLAINING) *But you know what? I don't think the air conditioning is working very well! It's so hot.*

MAN: (ATTENTIVE) *You want something to drink for the road?*

WOMAN: (CRAVING) *Oh yes, but I don't know what flavor I want and you never want to share.*

MAN: (JOKING) *Because what's yours is mine and what's mine is mine.*

SFX: ANGELIC MUSIC.

ANGEL: (INTERRUPTING) *Well go by 7-Eleven and problem solved.*

WOMAN: (INCREDULOUS, EXCITED) *An angel!*

MAN: (EXCUSING HIMSELF) *I was joking, eh?*

ANGEL: *Take it easy, man... I just came to tell you that 7-Eleven has Big Gulps in new plastic cups.*

WOMAN: (DOUBTING) *Do they fit in the cupholders?*

ANGEL: *Ha! They're specially made to fit most cars. And there are new fountain soft drink flavors – Lemon Lime Gatorade and Pepsi ONE. And of course there's also Pepsi, Coca-Cola and your other favorite flavors.*

MAN: (CRAVING) *To refresh yourself and quench your thirst.*

ANGEL: *And you can pour them with as much or as little ice as you want.*

WOMAN: (URGENTLY) *Stop, stop!*

SFX: CAR BRAKES.

MAN: (WORRIED) *What, did you forget something?*

WOMAN: (COMPLAINING) *No, you (left behind/passed) 7-Eleven a block ago.*

ANGEL: (COMPLAINING) *Hey, is the (sun/heat) blinding you or what?*

SFX: COUNT ON 7-ELEVEN.

:10 TAG.

CLIENT: 7-ELEVEN
JOB: :55/:05 Radio
TITLE: "Paleontologist/Fountain Drinks"
JOB#: SVN-204
SLATE #: SVN-9356R
DATE: 6/30/99-As Produced

SFX: [DESERT AMBIANCE. WIND, VULTURES, ETC. SOUNDS OF DIGGING IN BACKGROUND. SCRATCH OF WRITING IN JOURNAL]

PALEONTOLOGIST: [EXHAUSTED] Day 24 of digging here in the desert. Still...nothing. Our quest to find fossilized species adaptation has failed. The only thing that burns more deeply than my disappointment [CLEARS DRY THROAT] is my overwhelming thirst.

SFX: [POOF! HARP GLISS AS ANGEL APPEARS]

ANGEL: I think I can help.

PALEONTOLOGIST: An Angel! The thirst...I'm hallucinating!

ANGEL: No, I am an Angel. As in Oh Thank Heaven, 7-Eleven. Come with me... [POOF!] ...to 7-Eleven, where fountain soft drinks in Super Big Gulp cups are better than ever. You can get all your faves, like Diet Coke, Pepsi, and Mountain Dew, plus there's great new varieties like Pepsi One and Lemon Lime Gatorade!

PALEONTOLOGIST: [SLUUURP] Extraordinary! So cold. So refreshing!

ANGEL: And you serve yourself, so the ice-to-drink ratio is always just how you want it.

PALEONTOLOGIST: Angel, do you realize what you've done? With new varieties these Super Big Gulps do not just quench my thirst. They prove that even a soda fountain can...evolve!

ANGEL: I am so good at this!

SING: OH THANK HEAVEN.

:05 LIVE TAG

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Order By Number"—Super Subs Only
JOB#: 241-1SVN
SLATE #: SVN-0036R
DATE:4/27/00-As Produced

SFX: (DELI AMBIANCE)

GUY: Hi, I'd like a ham and cheese on whole wheat, please.

DELI: Look at the sign, tough guy, it says ORDER BY NUMBER.

GUY: Oh, sorry. Can I have a number...uhhh...47, please?

DELI: You want chips with that?

GUY: Sure, I'll...

DELI: That's a 47-point-2, genius. Read the sign. How 'bout a beverage?

GUY: Yeah, I'll have...

DELI: That's a Combo. 47-point-2-dash B.

GUY: Sorry. I'll have that, then. (PAUSE) To go.

DELI: To go!? You mean a 47-point-2-dash-B-foxtrot-bravo-niner?

ANNCR: A good sandwich shouldn't be a hassle. Luckily, there's 7-Eleven, home of the new Super Sub Sandwiches. Choose the Turkey Super Sub, piled high with Louis Rich turkey and cheese, or Italian, stuffed with three kinds of Oscar Mayer ham, cheese, and Italian dressing. They're all made and delivered fresh every day, on fresh-baked white or wheat rolls. Just pop in to 7-Eleven, grab a sandwich, chips and a Big Gulp. They're that good, that fast, and only at 7-Eleven.

DELI: Anything else, chief?

GUY: Oh yeah—hold the pickle.

DELI: Hey Joey—86 the 29 on that 47-point-2!

SING: OH THANK HEAVEN!

ANNCR: At participating stores.

Wedge

ANNCR: At participating stores.
CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Order By Number"—Classic/Hoagies
JOB#: 241-1SVN
SLATE #: SVN-0046R
DATE:4/27/00-As Produced

SFX: (DELI AMBIANCE)

GUY: Hi, I'd like a ham and cheese on whole wheat, please.

DELI: Look at the sign, tough guy, it says ORDER BY NUMBER.

GUY: Oh, sorry. Can I have a number...uhhh...47, please?

DELI: You want chips with that?

GUY: Sure, I'll...

DELI: That's a 47-point-2, genius. Read the sign. How 'bout a beverage?

GUY: Yeah, I'll have...

DELI: That's a Combo. 47-point-2-dash B.

GUY: Oh, sorry. I'll have that, then. (PAUSE) To go.

DELI: To go!? You mean a 47-point-2-dash-B-foxtrot-bravo-niner?

ANNCR: A good sandwich shouldn't be a hassle. Luckily, there's 7-Eleven, home of the new Classic Sandwiches and Hoagies. The Classics are piled high with everything from tuna salad to ham and cheese. And the Hoagies, in Turkey and Italian varieties, are seriously satisfying. They're made and delivered fresh every day, with quality stuff like fresh bread, Oscar Mayer ham and Louis Rich turkey. Just pop in to 7-Eleven, grab a sandwich, chips and a Big Gulp. They're that good, that fast, and only at 7-Eleven.

DELI: Anything else, chief?

GUY: Oh yeah—hold the pickle.

DELI: Hey Joey—86 the 29 on that 47-point-2!

SING: OH THANK HEAVEN!

ANNCR: At participating stores.

Wedge

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Order By Number"—Classic/Super Subs
JOB#: 241-1SVN
SLATE #: SVN-0026R
DATE: 4/27/00-As Produced
SFX: (DELI AMBIANCE)

GUY: Hi, I'd like a ham and cheese on whole wheat, please.

DELI: Look at the sign, tough guy, it says ORDER BY NUMBER.

GUY: Oh, sorry. Can I have a number...uhhh...47, please?

DELI: You want chips with that?

GUY: Sure, I'll...

DELI: That's a 47-point-2, genius. Read the sign. How 'bout a beverage?

GUY: Yeah, I'll have...

DELI: That's a Combo. 47-point-2-dash B.

GUY: Oh, sorry. I'll have that, then. (PAUSE) To go.

DELI: To go!? You mean a 47-point-2-dash-B-foxtrot-bravo-niner?

ANNCR: A good sandwich shouldn't be a hassle. Luckily, there's 7-Eleven, home of the new Classic Sandwiches and Super Sub. The Classics are piled high with everything from tuna salad to ham and cheese. And the Super Subs, in Turkey and Italian varieties, are seriously satisfying. They're made and delivered fresh every day, with quality stuff like fresh bread, Oscar Mayer ham and Louis Rich turkey. Just pop in to 7-Eleven, grab a sandwich, chips and a Big Gulp.

They're that good, that fast, and only at 7-Eleven.

DELI: Anything else, chief?

GUY: Oh yeah—hold the pickle.

DELI: Hey Joey—86 the 29 on that 47-point-2!

SING: OH THANK HEAVEN!

Wedge

CLIENT: 7-Eleven

JOB: :60 Radio

TITLE: "Think Baseball/Baseball Coins"

JOB #: SVN-0242

SLATE #: SVN-0096R

DATE: 5/27/00 - As produced

GUY1: Okay quick, when you think of Summer, what do you think of?

GUY2: Swimming pools.

GUY1: No. Think of a sport.

GUY2: Croquet.

GUY1: A team sport.

GUY2: Volleyball.

GUY1: Nine players on a side.

GUY2: Softball.

GUY1: Close enough. When you think of Summer, you can't help but think about baseball. And when you think about baseball you can't help but think about...

GUY2: The complexities of the infield fly rule.

GUY1: No. I was going to say baseball collector's coins at 7-Eleven stores.

They're back. And now you can collect all 30! Each coin has a holographic action sequence on one side and a picture on the other. Featuring players like McGwire, Gwynn, Canseco, Garciparra, Bagwell, and Clemens. Get one free when you stop at 7-Eleven for that ultimate in refreshment.

GUY2: A nice bowl of Gazpacho?

GUY1: No. A 44 ounce Super Big Gulp or a 32 ounce Slurpee frozen beverage.

GUY2: Oh, I knew that one!

GUY1: Get your baseball collector's coins today at 7-Eleven. You just can't imagine Summer without 'em.

SING: OH THANK HEAVEN!

GUY1: 7-Eleven is an official licensee of the Major League Baseball Players Association. While supplies last at participating stores.

"Choppin, Jane" wrote:

Walker, Debra

From: Irsch, Julie
Sent: Monday, June 26, 2000 5:16 PM
To: Walker, Debra
Subject: FW: As Produced Hawaii.

Need this to go in your script book even though it didn't air in the US

-----Original Message-----

From: Irsch, Julie
Sent: Monday, June 26, 2000 12:07 PM
To: Dinwoodie, Joanne
Subject: RE: As Produced Hawaii.

As produced final script.

-----Original Message-----

From: Chad Strohl [SMTP:chad_strohl@richards.com]
Sent: Monday, June 26, 2000 11:03 AM
To: Irsch, Julie
Subject: As Produced Hawaii.
Importance: High

Here you go - I can fax it too if you want.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Trivia Expert/Big Gulp & Big Bite?Hawaii-Simpsons"
JOB#: 0248-1SVN
SLATE #: SVN-0346R
DATE: 6/24/00 ? As Produced

ANNCR: Think you know Simpsons trivia, eh?

GUY: Bring it on.

ANNCR: What's Krusty the Clown's real name?

GUY: Herschel Schmoikel Krustofski. Next.

ANNCR: Name the giant Olmec war god statue in the Simpsons' basement?

GUY: Xt'Tapalatakettle. Is this the children's game? C'mon, challenge me!

ANNCR: Okay. Do you know where the official Simpsons Global Fanfest headquarters is this Summer?

GUY: Foul! That's not a question about the show.

ANNCR: Yes it is. Because right now, you can celebrate at 7-Eleven, the official Simpsons Global Fanfest headquarters, with fun stuff like Extreme Gulp refills filled with Coca Cola Classic, an all beef Big Bite Oscar Meyer hot dog, or the new Triple Splitz-C Slurpee.

ANNCR: Keep listening to KPOI for a chance to win a trip to the Simpsons Global Fanfest in Hollywood, featuring a Simpsons Film Festival, Carnival, cook-out at Fox studios and more. Just for knowing something trivial, like where Ms. Krabappel went to college.

GUY: Bryn Mawr!

ANNCR: Uh, we're not playing anymore.

ANNCR: Listen to KPOI for details. 7-Eleven is proud to be the Simpsons Global Fanfest Headquarters.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Trivia Expert/Big Gulp & Big Bite-Simpsons"
JOB#: 0248-1SVN
SLATE #: SVN-0336R
DATE: 7/6/00 - As produced

ANNCR: Think you know Simpsons trivia, eh?

GUY: Bring it on.

ANNCR: What's Krusty the Clown's real name?

GUY: Herschel Schmoikel Krustofski. Next.

ANNCR: Name the giant Olmec war god statue in the Simpsons' basement?

GUY: Xt'Tapalatakettle. Is this the children's game? C'mon, challenge me!

ANNCR: Okay. What happens when you get a Biggest Big Bite and Big Gulp at 7-Eleven?

GUY: Foul! That is not a Simpsons question.

ANNCR: Is to, sassy britches. Because right now, when you buy a delicious 1/3 pound all beef Biggest Big Bite Oscar Mayer hot dog and a Big Gulp soft drink at 7-Eleven, you'll get a Simpsons trivia card. You could win great prizes instantly, or the grand prize: a trip to Hollywood for the Simpsons Global Fanfest, featuring a Simpsons Film Festival, Carnival, cook-out at Fox studios and more. All that, just for knowing something trivial, like where Ms. Krabappel went to college.

GUY: Bryn Mawr!

ANNCR: Uh, we're not playing anymore.

SING: *OH THANK HEAVEN!*

ANNCR: 7-Eleven is proud to be the Simpsons Global Fanfest Headquarters.

LEGAL: No purchase necessary. Game open to legal US residents. Void where prohibited. Entries must be received by August 7, 2000. See participating stores for official rules.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "My Girlfriend/Big Gulp & Big Bite"
JOB#: 0248-1SVN
SLATE #: SVN-0356R
DATE: 7/11/00—As Produced

GUY: So my girlfriend doesn't understand my obsession with the Simpsons. My desire to know every bit of Simpsons minutia. Anyway, one night she freaked out: "Why do we always have to watch the Simpsons? Can't we do something enriching, like a ballroom dancing class?"

So I went for a walk, you know, to think about relationship stuff. I stopped into 7-Eleven for a delicious, 1/3 pound, all-beef Biggest Big Bite Oscar Mayer hot dog and a Big Gulp filled with Coca-Cola Classic, and I got a Simpsons trivia card. I could win great prizes instantly, or the grand prize: a trip to the Simpsons Global Fanfest in Hollywood. Suddenly, right there at 7-Eleven, it all made sense—my obsession with the Simpsons could save our relationship. The Global Fanfest! With a Simpsons film festival! A cookout at Fox Studios! Whoa! (PAUSE) And while I'm there, she can take her ballroom dancing class. Heh heh.

SING: OH THANK HEAVEN!

GUY: 7-Eleven is proud to be the Simpsons Global Fanfest Headquarters. At participating stores. No purchase necessary. Game open to legal US residents. Void where prohibited. Entries must be received by August 7, 2000. See stores for official rules.

"Baker, Andrea" wrote:

ANNCR: 7-Eleven is proud to be the Simpsons Global Fanfest Headquarters.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Purity/Fountain Soft Drink Quality"
JOB #: 263-1SVN
SLATE #: SVN-0416R
DATE: 7/19/00 ? As Produced

SFX: (GONG, TIBETAN MUSIC, ETHEREAL)

MONK: My entire life, I have dedicated my mind, body and soul to the search for purity. To find the perfect example of pure, unadulterated essence. I looked for it in the symmetry of the lotus flower and in the single-minded direction of the mighty river. And then, after decades of searching, I found the essence of purity.

SFX: (RECORD SCRATCH)

MONK: It was a Big Gulp filled with Pepsi at 7-Eleven (SIPS). Ahh, that's the stuff.

ANNCR: 7-Eleven soft drinks are now better than ever. We've spent 20 million dollars to improve all our soft drink fountains. So now, when you get a 7-Eleven Big Gulp or Super Big Gulp of your favorite drink like Pepsi or Mountain Dew, you'll get a taste as pure and perfect as if it came out of the bottle. Temperature kept at a refreshing 40 degrees or less. The perfect amount of carbonation. And everything purified by Ever Pure, even the ice. It is the essence of the perfect soft drink. And it's only at 7-Eleven.

MONK: A man who thirsts for purity cares not for syrupy overindulgence.

SING: OH THANK HEAVEN!

"Baker, Andrea" wrote:

I have not received them. Emailing would be great!!

-----Original Message-----

From: Chad Strohl [SMTP:chad_strohl@richards.com]
Sent: Thursday, July 20, 2000 11:41 AM
To: Baker, Andrea
Subject: As Produced scripts.

Hi Andie.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Chuck Wagon/BBQ Bakery Stix/FSD"
JOB#: 0268-1SVN
SLATE #: SVN-0486R
DATE: 8/29/00—As Produced

MAN: Okay honey, keep your eyes closed. It's out here in the garage.
WOMAN: I can't wait!
MAN: Ready? Open your eyes...now!
WOMAN: Ooh! It's a...a...
MAN: Our very own chuck wagon!
WOMAN: Yeah...wow, it's really...a chuck wagon.
MAN: Yep! You know how we love barbecue, but we're so busy all the time?
Now we can take the barbecue with us!
WOMAN: Sure...
MAN: It'll be great. You get a hankerin' for some barbecue when you're out
running errands, just hop in the back and whip some up!
WOMAN: (UNENTHUSED) Gee, you've got this figured out, Phil.
MAN: Please, honey, when I'm on the chuck wagon, call me Cookie.
ANNCR: Too busy for barbecue? Stop by 7-Eleven, for the new Barbecue Chicken
Bakery Stix, from Kraft. They're stuffed with tasty grilled chicken and
real Bullseye Barbecue sauce—more fillings than ever. And they're
grilled hot inside a chewy breadstick crust, so they're easy to handle.
Add an ice-cold Super Big Gulp filled with your favorite fountain soft
drink like Dr Pepper, and you've got the perfect snack. Only from
7-Eleven.
WOMAN: So, how many horsepower is this chuck wagon?
MAN: Two. Meet Desperado and Sugarfoot. (SFX: HORSE WHINNEY)
SING: *OH THANK HEAVEN!*
ANNCR: At participating stores.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Chuck Wagon/BBQ Bakery Stix/FSD w/open tag"
JOB#: 0268-1SVN
SLATE #: SVN-0506R
DATE: 8/31/00 - As Produced

MAN: Okay, honey, keep your eyes closed.
WOMAN: I can't wait!
MAN: Ready? Open your eyes...now!
WOMAN: Ooh! It's a...a...
MAN: Our very own chuck wagon!
WOMAN: Yeah...wow, it's really...a chuck wagon.
MAN: Yep! You know how we love barbecue, but we're so busy all the time? Now we can take the barbecue with us!
WOMAN: Sure...
MAN: It'll be great. You get a hankerin' for some barbecue when you're out running errands, just hop in the back and whip some up!
WOMAN: (UNENTHUSED) Gee, you've really got this figured out, Phil.
MAN: Please, honey, call me Cookie.
ANNCR: Too busy for barbecue? Come to 7-Eleven, for the new Barbecue Chicken Bakery Stix, from Kraft. They're stuffed with tasty grilled chicken and real Bullseye Barbecue sauce—more fillings than ever. And they're grilled hot inside a chewy breadstick crust, so they're easy to handle. Add an ice-cold Super Big Gulp filled with your favorite fountain soft drink like Dr Pepper, and you've got the perfect quick snack. Only from 7-Eleven.
WOMAN: So, how many horsepower is this chuck wagon?
MAN: Two. (SFX: HORSE WHINNEY)
SING: *OH THANK HEAVEN!*
TAG: Right now, try a Barbecue Chicken Bakery Stix for just 79 cents at participating 7-Eleven stores.

Walker, Debra

From: ACalderon@dieste.com
Sent: Tuesday, April 03, 2001 5:07 PM
To: Walker, Debra 92
Subject: Players-ZDST-0098

AS PRODUCED ZDST-0098 92

SFX: Timbre de teléfono.

Chavo 1: ¿Sí?

Chavo 2: Miguel, ¿vamos al cine?

Chavo 1: No puedo.

Chavo 2: ¿tienes tarea o te castigaron?

Chavo 1: No, me estoy tomando unos deliciosos slurpees muy refrescantes con Delgado y Garcíaparra.

Chavo 2: (sorprendido) ¿los beisbolistas profesionales? ¿en tu casa? No te creo.

Chavo 1: Sí, ayer apague la sed con varios Super Big Gulps acompañado de González y Ramírez.

Chavo 2: (sorprendido) No es posible?... ¡no puede ser!

Chavo 1: Bueno, para que me creas te invito a 7-Eleven; ahí me quedé de ver con otros jugadores profesionales de beisbol.

Chavo 2: ¿En 7-Eleven? ¿con quién?, no me digas que con Rodríguez.

Chavo 1: Es posible.

Chavo 2: ¿Y qué me dices de Guerrero?

Chavo 1: Seguro también.

SFX: Organo de estado de beisboly ovaciones.

SFX: Música.

ANNCR: Así es, todos están en 7-Eleven. Ahora cada vaso de Slurpee de 32 oz. O Super Big Gulp de 44 oz. De 7-Eleven traen debajo una moneda con la imagen tridimensional de tu jugador de beisbol favorito en acción. Es como estar en el salón de la fama, colecciónalas, son 30.

JINGLE: Cuenta con 7-Eleven.

ANNCR: En 7-Eleven participantes.

LEGAL: 7-Eleven es un concesionario oficial del Major League Baseball Players Association.

Transliteration:

SFX: Telephone ringing.

Guy 1: Yes?

Guy 2: Miguel, you wanna go to the movies?

Guy 1: I can't.

Guy 2: Do you have homework or are you grounded?

Guy 1: No, I'm having some delicious and refreshing slurpees with Delgado and Garcíaparra.

Guy 2: (surprised) The pro baseball players? In your house? I don't believe you.

Guy 1: Yes, and yesterday I quenched my thirst with several Super Big Gulps, together with Gonzalez and Ramirez.

Guy 2: (surprised) It's not possible? it can't be!

Guy 1: Well, to make a believer out of you, come with me to 7-Eleven;

I've got a date there with some other professional baseball players.

Guy 2: At 7-eleven? With whom? Don't tell me it's with Rodríguez.

Guy 1: It's possible.

Guy 2: And what about Guerrero?

Guy 1: That's possible too.

SFX: Baseball stadium organ and cheers.

SFX: Music.

Walker, Debra

From: ACalderon@dieste.com
Sent: Tuesday, April 03, 2001 5:09 PM
To: Walker, Debra
Subject: Imagine-ZDST-0144

AS PRODUCED ZDST-0144

HOMBRE: Imagínate, tres de la tarde 98 grados pero se siente como si

estuviera a 198, has manejado todo el día en este intenso calor, te mueres de ganas de tomarte un Big Gulp de la fuente de sodas del 7-Eleven, llevas tu vaso con hielo?

SFX: SONIDOS DE SERVIDAS DE REFRESCO.

HOMBRE: ¿te sirves Pepsi, empiezas a beberla y ahhhh!

Algo inesperado sucede.

MUSICA:

HOMBRE: Es la mejor bebida refrescante de una fuente de sodas que has

probado en toda tu vida, ¿te sorprende?, claro le costó a 7-Eleven veinte millones de dólares.

No,no,no. No la Pepsi.

Veinte millones se gastaron en modernizar las máquinas de las fuentes de sodas para que tu puedas disfrutar de tus bebidas favoritas como Pepsi y Mountain Dew, con un sabor tan puro y tan perfecto como si fuera directo de la botella. Ah, y por si fuera poco, las bebidas se enfrían y salen de la máquina a temperaturas muy bajas para brindarte el sabor perfecto, adelante. Disfrútala, ahora puedes decir que viviste la experiencia de disfrutar una bebida creada y enfriada a la perfección. Claro, en la nueva fuente del 7-Eleven.

JINGLE: CUENTA CON 7-ELEVEN.

TRANSLITERATION:

MAN: Imagine this, it's 3pm and 98 degrees but it feels like 198.
You've driven all day under this intense heat, and you're dying to drink a Big Gulp from the 7-Eleven soda fountain. You take your cup with ice?

SFX: SODA BEING SERVED.

MAN: ¿you fill it with Pepsi, you start to drink it and ahhhhh!
Something unexpected happens.

MUSIC.

MAN: It's the best and most refreshing drink you've ever had from a soda fountain, in all your life. Does it surprise you? Sure, it cost 7-Eleven 20 million dollars.

No, no, no. Not the Pepsi.

20 million was spent on updating the soda fountain machines so that you can enjoy your favorite drinks like Pepsi and Mountain

Dew, with a flavor so pure and perfect, it's like straight out of their bottle. And that's not all, the drinks are chilled and come out of the machine at a very low temperature, to give you the perfect taste. Go ahead, enjoy it. Now you can say that you've had the experience of enjoying a drink that's been created and chilled to perfection.
Yes, in the new 7-Eleven soda fountain.

JINGLE: YOU CAN COUNT ON 7-ELEVEN.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Exaggeration/X-treme Gulp Mug/.69 Cents"
JOB#: 0315-1SVN
SLATE #: SVN-2036
DATE: 4/26/01-AS PRODUCED

ANNCR: 7-Eleven has always been your cold drink headquarters. After all, they invented the Big Gulp and the Super Big Gulp. And now 7-Eleven introduces their biggest cup ever: The colossal 52-ounce X-treme Gulp mug. And this thing is, in a word, wicked huge. Now I don't want to exaggerate, but there's a small town in the midwest using an X-treme Gulp mug as a water tower. In Manhattan, it would be a two-bedroom luxury apartment. My neighbor's actually putting a dock on his. But it's also insulated, so it will keep a drink cold for like six hours. The ice won't even melt! And right now, when you buy an X-treme Gulp filled with Dr Pepper or another soft drink, you get a coupon for a free Kit Kat Big Kat or Rees Sticks candy bar. So grab an X-treme Gulp at 7-Eleven today. And get a friend to help you get it out to the car.

SING: *OH THANK HEAVEN!*

TAG: Only 7-Eleven has the Extreme Gulp. 52 ounces of your favorite soft drink, like Dr Pepper, in a super insulated mug. Refills are just .69 cents. At participating stores.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Exaggeration/X-treme Gulp Mug/.79 Cents"
JOB#: 0315-1SVN
SLATE #: SVN-2046
DATE: 4/26/01-AS PRODUCED

ANNCR: 7-Eleven has always been your cold drink headquarters. After all, they invented the Big Gulp and the Super Big Gulp. And now 7-Eleven introduces their biggest cup ever: The colossal 52-ounce X-treme Gulp mug. And this thing is, in a word, wicked huge. Now I don't want to exaggerate, but there's a small town in the midwest using an X-treme Gulp mug as a water tower. In Manhattan, it would be a two-bedroom luxury apartment. My neighbor's actually putting a dock on his. But it's also insulated, so it will keep a drink cold for like six hours. The ice won't even melt! And right now, when you buy an X-treme Gulp filled with Dr Pepper or another soft drink, you get a coupon for a free Kit Kat Big Kat or Rees Sticks candy bar. So grab an X-treme Gulp at 7-Eleven today. And get a friend to help you get it out to the car.

SING: *OH THANK HEAVEN!*

TAG: Only 7-Eleven has the Extreme Gulp. 52 ounces of your favorite soft drink, like Dr Pepper, in a super insulated mug. Refills are just .79 cents. At participating stores.

CLIENT: 7-Eleven
JOB: :60 Radio
TITLE: "Exaggeration/X-treme Gulp Mug/.89 Cents"
JOB#: 0315-1SVN
SLATE #: SVN-2056
DATE: 4/26/01-AS PRODUCED

ANNCR: 7-Eleven has always been your cold drink headquarters. After all, they invented the Big Gulp and the Super Big Gulp. And now 7-Eleven introduces their biggest cup ever: The colossal 52-ounce X-treme Gulp mug. And this thing is, in a word, wicked huge. Now I don't want to exaggerate, but there's a small town in the midwest using an X-treme Gulp mug as a water tower. In Manhattan, it would be a two-bedroom luxury apartment. My neighbor's actually putting a dock on his. But it's also insulated, so it will keep a drink cold for like six hours. The ice won't even melt! And right now, when you buy an X-treme Gulp filled with Dr Pepper or another soft drink, you get a coupon for a free Kit Kat Big Kat or Rees Sticks candy bar. So grab an X-treme Gulp at 7-Eleven today. And get a friend to help you get it out to the car.

SING: *OH THANK HEAVEN!*

TAG: Only 7-Eleven has the Extreme Gulp. 52 ounces of your favorite soft drink, like Dr Pepper, in a super insulated mug. Refills are just .89 cents. At participating stores.

CLIENT: 7-Eleven
JOB: :50/:10 Radio
TITLE: "Exaggeration/X-treme Gulp Mug"
JOB#: 0315-1SVN
SLATE #: SVN-3035
DATE: 4/26/01-AS PRODUCED

ANNCR: 7-Eleven has always been your cold drink headquarters. After all, they invented the Big Gulp and the Super Big Gulp. And now 7-Eleven introduces their biggest cup ever: The colossal 52-ounce X-treme Gulp mug. And this thing is, in a word, wicked huge. Now I don't want to exaggerate, but there's a small town in the midwest using an X-treme Gulp mug as a water tower. In Manhattan, it would be a two-bedroom luxury apartment. My neighbor's actually putting a dock on his. But it's also insulated, so it will keep a drink cold for like six hours. The ice won't even melt! And right now, when you buy an X-treme Gulp filled with Dr Pepper or another soft drink, you get a coupon for a free Kit Kat Big Kat or Rees Sticks candy bar. So grab an X-treme Gulp at 7-Eleven today. And get a friend to help you get it out to the car.

SING: *OH THANK HEAVEN!*

TAG: :10 Live Tag

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Exagerration/X-treme Gulp/.69 Cents :10"
JOB #: 0315-SVN
SLATE #: SVN-2001
DATE: 4/25/01

ANNCR: Only 7-Eleven has the Extreme Gulp. 52
ounces of your favorite soft drink, like Dr
Pepper, in a super insulated mug. Refills
are just .69 cents. At participating stores.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Exagerration/X-treme Gulp/.79 Cents :10"
JOB #: 0315-SVN
SLATE #: SVN-2011
DATE: 4/26/01 - AS PRODUCED

ANNCR: Only 7-Eleven has the Extreme Gulp. 52
ounces of your favorite soft drink, like Dr
Pepper, in a super insulated mug. Refills
are just .79 cents. At participating stores.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Exagerration/X-treme Gulp/.89 Cents :10"
JOB #: 0315-SVN
SLATE #: SVN-2021
DATE: 4/26/01 - AS PRODUCED

ANNCR: Only 7-Eleven has the Extreme Gulp. 52
ounces of your favorite soft drink, like Dr
Pepper, in a super insulated mug. Refills
are just .89 cents. At participating stores.

CLIENT: 7-ELEVEN
JOB: :60 Radio - Jim & Bill
TITLE: "Big News/Big Bite Combo & Beverages/Pepsi"
JOB #: 0317-SVN
SLATE #: SVN-4016R
DATE: June 6, 2001 - AS PRODUCED

BILL: Hey, there's big news at 7-Eleven!
JIM: Big freaky, kookie big news.
BILL: It's the new Big Bite Combo...
JIM: Oh yeah. You get a delicious, fresh-grilled
Big Bite hot dog made by Oscar Meyer..
BILL: You can top it with free chili and cheese..
JIM: Whatever you want! Top it on up!
BILL: Get it with a Big Grab of Frito-Lay chips.
JIM: Plus a 16 ounce Gulp cup filled with your
favorite soft drink. Pepsi, Diet Pepsi,
Mountain Dew.
BILL: All for just \$1.99.
JIM: All that for less than 2 bucks? Come on, you
must be lyin'!
BILL: Would I lie to you?
JIM: Wow! What an offer! What a deal! But in all
this excitement I've forgotten what we were
talking about - can we recap?
BILL: I don't see why not. It's the new Big Bite
Combo at
7-Eleven..
JIM: All for just \$1.99!
BILL: Plus, don't forget, 7-eleven has an
unbeatable selection of ice cold drinks
every day.
JIM: Your thirst doesn't stand a chance at 7-
Eleven.

JIM/BILL: Hey, it's a bigger, better summer at 7-
Eleven.

JIM: Prices, product and participation may vary.

SING: *OH THANK HEAVEN!*

CLIENT: 7-ELEVEN
JOB: :60 Radio - Jim & Bill
TITLE: "Big News/Big Bite Combo & Beverages/D.P."
JOB #: 0317-SVN
SLATE #: SVN-4026R
DATE: June 6, 2001 - AS PRODUCED

BILL: Hey, there's big news at 7-Eleven!
JIM: Big freaky, kookie big news.
BILL: It's the new Big Bite Combo..
JIM: Oh yeah. You get a delicious, fresh-grilled
Big Bite hot dog made by Oscar Meyer..
BILL: You can top it with free chili and cheese..
JIM: Whatever you want! Top it on up!
BILL: Get it with a Big Grab of Frito-Lay chips.
JIM: Plus a 16 ounce Gulp cup filled with your
favorite ice-cold soft drink, like Dr.
Pepper.
BILL: All for just \$1.99.
JIM: All that for less than 2 bucks? Come on! You
must be lyin'.
BILL: Would I lie to you?
JIM: Wow! What an offer! What a deal! But in all
this excitement I've forgotten what we were
talking about - can we recap?
BILL: I don't see why not? It's the new Big Bite
Combo at
7-Eleven..
JIM: All for just \$1.99!
BILL: Plus, don't forget, 7-eleven has an
unbeatable selection of ice cold drinks
every day.
JIM: Your thirst doesn't stand a chance at 7-
Eleven.

JIM/BILL: Hey, it's bigger, better summer at 7-Eleven.
JIM: Prices, product and participation may vary.
SING: *OH THANK HEAVEN!*

CLIENT: 7-ELEVEN
JOB: :60 Radio - Jim & Bill
TITLE: "Big News/Big Bite Combo & Beverages/.59
Chips"
JOB #: 0317-SVN
SLATE #: SVN-4036R
DATE: June 6, 2001 - AS PRODUCED

BILL: Hey, there's big news at 7-Eleven!
JIM: Big freaky, kookie big news.
BILL: It's the new Big Bite Combo..
JIM: Oh yeah. You get a delicious, fresh-grilled
Big Bite hot dog made by Oscar Meyer..
BILL: You can top it with free chili and cheese..
JIM: Whatever you want! Top it on up!
BILL: Get it with any .59 cent bag of Frito-Lay
chips.
JIM: Plus a 16 ounce Gulp cup filled with your
favorite soft drink. Pepsi, Diet Pepsi,
Mountain Dew.
BILL: All for just \$1.99.
JIM: All that for less than 2 bucks? Come on! You
must be lyin'.
BILL: Would I lie to you?
JIM: Wow! What an offer! What a deal! But in all
this excitement I've forgotten what we were
talking about - an we recap?
BILL: I don't see why not? It's the new Big Bite
Combo at
7-Eleven..
JIM: All for just \$1.99!
BILL: Plus, don't forget, 7-eleven has an
unbeatable selection of ice cold drinks
every day.

JIM: Your thirst doesn't stand a chance at 7-
Eleven.

JIM/BILL: Hey, it's a bigger, better summer at 7-
Eleven.

JIM: Prices, product and participation may vary.

SING: *OH THANK HEAVEN!*

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Ten Seconds/Big Bite Combo"
JOB #: 0317-SVN
SLATE #: SVN-4041R
DATE: June 6, 2001 - AS PRODUCED

JIM: The Big Bite Combo at 7-Eleven!

BILL: A fresh grilled Big Bite hot dog made by
Oscar Meyer...

JIM: A Big Grab of Frito-Lay chips.

BILL: Plus a 16 ounce Gulp soft drink.

JIM: All for just \$1.99.

BILL: At participating stores.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Ten Seconds/Big Bite Combo/Chips"
JOB #: 0317-SVN
SLATE #: SVN-4051R
DATE: June 6, 2001 - AS PRODUCED

JIM: The Big Bite Combo at 7-Eleven!

BILL: A fresh grilled Big Bite hot dog made by
Oscar Meyer...

JIM: Any .59 cent bag of Frito-Lay chips.

BILL: Plus a 16 ounce Gulp soft drink.

JIM: All for just \$1.99.

BILL: At participating stores.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Bad Combination/Big Sub Combo-CDC"
JOB #: 0332-SVN
SLATE #: SVN-4056R
DATE: 7/31/01-As produced

SFX: SIZZLING)

BOY: Oooh! OWWW!!! Feet...burning...hot!!

ERIC: Bare feet on hot asphalt: A bad Summertime combination.

POOCH: Too true, my friend. But the new Big Sub Combo at 7-Eleven-A great Summertime combination.

ERIC: Ah yes, the Big Sub Combo. Please elaborate.

POOCH: You get an 8-inch Big Sub sandwich, Big Grab of Frito-Lay chips and a Big Gulp drink.

ERIC: Choose the Italian Big Sub loaded with ham, pepperoni, Genoa salami, provolone cheese, romaine lettuce, and zesty Italian dressing.

POOCH: Or the Smoked turkey and Swiss Big Sub, with lettuce and Swiss cheese on a whole wheat roll. Both are delivered fresh every day.

ERIC: You can even top 'em off with tomatoes, mustard, mayo-the works!

POOCH: And don't forget a Big Grab bag of your favorite Frito-Lay chips...

ERIC: And a Big Gulp filled with your favorite ice-cold soft drink, like Pepsi or Mountain Dew, all for one amazingly low price at 7-Eleven.

POOCH: So remember, there are bad summer combinations:

BOY: (SFX: SIZZLING) Owww!

ERIC: And there are great summer combinations.

POOCH: The 7-Eleven Big Sub Combo.

BOTH: It's a Bigger, Better Summer at 7-Eleven!

MUSIC: OH THANK HEAVEN!

ERIC: Product and participation may vary.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Bad Combination/Big Sub Combo-Non-CDC"
JOB#: 0332-SVN
SLATE #: SVN-4066R
DATE: 7/31/01-As produced

SFX: SIZZLING)
BOY: Oooh! OWWW!!! Feet...burning...hot!!
ERIC: Bare feet on hot asphalt: A bad Summertime combination.
POOCH: Too true. But the new Big Sub Combo at 7-Eleven-A great Summertime combination.
ERIC: Ah yes, the Big Sub Combo. Please elaborate.
POOCH: You get an 8-inch Big Sub sandwich, Big Grab of Frito-Lay chips and a Big Gulp drink.
ERIC: Choose the Italian Big Sub loaded with ham, pepperoni, Genoa salami, provolone cheese, and zesty Italian dressing.
POOCH: Or the Smoked turkey and Swiss Big Sub, piled high on a whole wheat roll.
ERIC: You can even top 'em off with tomatoes, onions, mustard, mayo-the works!
POOCH: And don't forget a Big Grab bag of your favorite Frito-Lay chips...
ERIC: And a Big Gulp filled with your favorite ice-cold soft drink, like Pepsi or Mountain Dew, all for one amazingly low price at 7-Eleven.
POOCH: So remember, there are bad summer combinations:
BOY: (SFX: SIZZLING) Owww!
ERIC: And there are great summer combinations.
POOCH: The 7-Eleven Big Sub Combo.
BOTH: It's a Bigger, Better Summer at 7-Eleven!
MUSIC: OH THANK HEAVEN!
ERIC: Product and participation may vary.

CLIENT: 7-ELEVEN

JOB: :60 Radio
TITLE: "Bad Combination/Big Sub Combo-Non-CDC/59¢"
JOB#: 0332-SVN
SLATE #: SVN-4076R
DATE: 7/31/01-As produced

SFX: SIZZLING)
BOY: Oooh! OWWW!!! Feet...burning...hot!!
ERIC: Bare feet on hot asphalt: A bad Summertime combination.
POOCH: Too true. But the new Big Sub Combo at 7-Eleven-A great Summertime combination.
ERIC: Ah yes, the Big Sub Combo. Please elaborate.
POOCH: You get an 8-inch Big Sub sandwich, 59-cent bag of Frito-Lay chips and a Big Gulp drink.
ERIC: Choose the Italian Big Sub loaded with ham, pepperoni, Genoa salami, provolone cheese, and zesty Italian dressing.
POOCH: Or the Smoked turkey and Swiss Big Sub, piled high on a whole wheat roll.
ERIC: You can even top 'em off with tomatoes, onions, mustard, mayo-the works!!
POOCH: And don't forget a 59-cent bag of your favorite Frito-Lay chips..
ERIC: And a Big Gulp filled with your favorite ice-cold soft drink, like Pepsi or Mountain Dew, all for one amazingly low price at 7-Eleven.
POOCH: So remember, there are bad summer combinations:
BOY: (SFX: SIZZLING) Owww!
ERIC: And there are great summer combinations.
POOCH: The 7-Eleven Big Sub Combo.
BOTH: It's a Bigger, Better Summer at 7-Eleven!
MUSIC: OH THANK HEAVEN!
ERIC: Product and participation may vary.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Ten Second/Big Sub Combo"
JOB #: 0332-SVN
SLATE #: SVN-4091R
DATE: 7/31/01 - As produced

ERIC: The Big Sub Combo at 7-Eleven!

POOCH: Choose one of our delicious 8-inch Big Sub Sandwiches...

ERIC: A Big Grab of Frito-Lay chips.

POOCH: Plus a Big Gulp of your favorite soft drink.

ERIC: All for one low price.

POOCH: At participating stores.

CLIENT: 7-ELEVEN
JOB: :10 Radio
TITLE: "Ten Second/Big Sub Combo-59¢ chips"
JOB #: 0332-SVN
SLATE #: SVN-5001R
DATE: 7/31/01 - As produced

ERIC: The Big Sub Combo at 7-Eleven!

POOCH: Choose one of our delicious 8-inch Big Sub
Sandwiches...

ERIC: A 59-cent bag of Frito-Lay chips.

POOCH: Plus a Big Gulp of your favorite soft drink.

ERIC: All for one low price.

POOCH: At participating stores.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Blinded by Science/Gatorade Promotion - Rev. 1"
JOB #: 0332-SVN
SLATE #: SVN-4086R
DATE: 8/6/01 – As produced

Pooch: Hey we're inside 7-Eleven...and today we're gonna prove, scientifically, that 7-Eleven is The Place to quench your summer thirst.

Eric: Yeah, we're getting all scientific and stuff.

Pooch: So we found this guy in the parking lot, blindfolded him, and brought him inside 7-Eleven...

Eric: Okay man...find something to drink!

Man: OK...(sfx: things getting knocked over) sorry about that.

Pooch: It's hot outside, but inside 7-Eleven are hundreds of ways to quench your thirst. It's almost impossible to not find some liquid refreshment.

Man: (sfx: more things being knocked over) Oh...my bad.

Eric: Like ice-cold Gatorade Thirst Quencher.

Pooch: And right now you can get 2, 32 ounce bottles of Gatorade, that maximum thirst quencher, for just \$3.

Eric: All your favorite flavors...Lemon Lime, Orange, Fierce Lime and more...

Pooch: 2, 32 ounce bottles for just \$3 bucks!

Man: (sfx: more clatter) Oh...pardon me.

Eric: I think he's trying to drink a Big Bite hot dog... (to the guy)
Move to the right!

Man: (sfx: collision/ soda spraying)Oh...that's cold.

Pooch: Looks like he found the Big Gulp fountain soft drinks.

Eric: Yeah. He found it using science!

Eric/

Pooch: It's a bigger, better summer!

Sing: *OH THANK HEAVEN!*

Eric: At participating stores. Additional CRV, tax, and deposit may apply.

Walker, Debra

From: Kilpatrick, Amy
Sent: Wednesday, September 19, 2001 2:04 PM
To: Walker, Debra
Subject: Please add to book

Importance: High

Aberdeen, WA Big Bucks radio promotion
1#1

Debra – this script aired Tuesday, 8/14, and will continue through, Friday, 8/31.

You know what I love best about buying my gasoline at 7-Eleven? Getting something free! Right now when you fill up your car with 8 gallons or more of CITGO gasoline at your local 7-Eleven store, you get a Big Buck which is worth a dollar to spend on just about anything in the store- like a Big Bite Hot Dog, a fresh ground fresh brewed cup of 7-Eleven's exclusive blend coffee or a Slurpee frozen beverage. Or, save

a couple of Big Bucks and try a new and delicious combo meal like the Big Bite Hot Dog made by Oscar Meyer with a bag of Frito Lay chips and a

Gulp fountain soft drink for just a dollar ninety nine or try the new sub sandwich combos available in Italian or Turkey and Swiss. So, buy your CITGO gasoline at 7-Eleven and get a Big Buck to spend on just about anything in the store! What a great value and with many convenient

locations, filling up your tank couldn't be easier! Save time and save money! Just one more reason to say oh thank heaven for 7-Eleven!

Annex: See participating stores in Aberdeen and Hoquiam for details. Not valid on alcohol, lottery tickets, tobacco products or gasoline.



DIESTE & PARTNERS
PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

2DST-1277

RADIO COPY

CLIENT:	7-11	Page # 2
PRODUCT:	BIG BITE COMBO	CLIENT # 10-105-100
LENGTH:	:60 / :10	PJ# 10-STL-071
CAST:	GUYS	9/12/01 • 2:34 PM
ART DIRECTOR:	CT. JA. CH.	COPYWRITER: AQ. AD. JDN.

GUYS. - AS PRODUCED.

SFX: AMBIANCE INSIDE A CAR BEING DRIVEN. TWO GUYS ARE RIDING INSIDE.

GUY 1: Hey, I'm starving to death.

GUY 2: Same here, let's stop at that 7-Eleven...

GUY 1: Great, but I only have a buck on me!

GUY 2: Then, look for change, a Big Bite Combo is only \$1.99, and I just have enough for mine.

GUY 1: OK, let's see... here in the glove box there's 50... under the carpet...20, plus 10... 80... and between the seats there's 1, 2, 3,... 99! I've got it!

ANNCR: It's that easy to get a Big Bite Combo at 7-Eleven. A delicious Big Bite hot dog made by Oscar Meyer, plus chili, cheese, mustard, or whatever you want to add on, free! You also get a Big Grab of Frito Lay, and a 16 oz. Gulp of your favorite soft drink, like Pepsi. All these for just \$1.99!

SFX: BACK INSIDE THE CAR.

GUY 2: Mmmm, that was really good. But you better start looking for more coins...

GUY 1: Why?

GUY 2: 'Cause we're coming up to a toll booth!

GUY 1: Ayyyyy!

ANNCR: Come to 7-Eleven get your Big Bite Combo for just \$1.99, and enjoy a bigger and better summer!

SFX: 7-ELEVEN JINGLE.



DIESTE & PARTNERS
PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

RADIO COPY

CLIENT: 7-11
PRODUCT: BIG BITE COMBO
LENGTH: :60 / :10
TITLE: GUYS
ART DIRECTOR: CT. JA. CH.

Page # 3
CLIENT # 10-105-100
PJK# 10-STL-071
9/12/01 • 2:34 PM
COPYWRITER: AQ: AD. JDN.

ANNCR: At participating stores.

70



DIESTE & PARTNERS
PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

2DST-1348

RADIO COPY

CLIENT: 7-11
PRODUCT: BIG SUB COMBO
LENGTH: :60
OFFICER: CT. JA. CH.

Page # 2
CLIENT # 10-105-100
PJ# 10-STL-073
9/12/01 • 2:36 PM
COPYWRITER: AQ. AD. JDN.

Transliteration:

SUMMER.

SFX: GUITAR PLAYING THE BLUES.

ANNCR: Ah, summer is already here! And 7-Eleven is more than ready with its Big Sub Combos. They're the best way to eat good and fast this summer.

SFX: MODERN, FAST PACED MUSIC ENTERS.

ANNCR: The Big Sub Combos are delicious and huge 8-inch sandwiches that you get with a Frito Lay Chips Big Grab and a Big Gulp of your favorite fountain drink like Pepsi or Mountain Dew.

You can choose from two types of sandwiches, like the exquisite Italian Big Sub with salami, ham, pepperoni, and provolone cheese. Or the delicious smoked turkey and swiss cheese sandwich on whole wheat bread. And you can add your favorite toppings to both of them, like: jalapeños, tomato, onions... To make your sandwich the way you like it!

You won't find such a fast, complete and delicious combo, anywhere else. It's a great deal! And it's available for your hungry needs 24 hours a day.

Come to a 7-Eleven near you to get your Big Sub Combo, and enjoy this summer - big time.

SFX: 7-ELEVEN JINGLE.

LOC: Product and store participation may vary.



DIESTE & PARTNERS
PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

2DST-1349

AD ID: 0007

CLIENT: 7-11
PRODUCT: BIG SUB COMBO
LENGTH: :60
TITLE:
BUY DIRECTOR: CT. JA. CH.

Page # 3
CLIENT # 10-105-100
PJ# 10-STL-073
9/12/01 • 2:36 PM
COPYWRITER: AQ. AD. JDN.

:10 TAG. AS PRODUCED.

ANNCR: Ven a 7-Eleven por tu Big Sub Combo: un delicioso sandwich de 8 pulgadas, un Big Grab de papas de Frito Lay y un Big Gulp de tu refresco favorito. Disfruta de un verano a lo grande. En 7-Eleven participantes.

Transliteration:

ANNCR: Come to 7-Eleven for your Big Sub Combo: a delicious 8-inch sandwich, a Frito Lay Chips Big Grab, and a Big Gulp of your favorite fountain soft drink. Enjoy this summer - big time. At participating 7-Eleven.

CLIENT: 7-ELEVEN
JOB: :60 Radio
TITLE: "Angel – Interruption/ VCom"
JOB #: 01-0353-1SVN
SLATE #: SVN-6096R
DATE: 2/25/02 – AS PRODUCED

DJ: And coming up next, it's a boy band triple play...(music starts and then stops)

SFX: (Angel poof! Harp gliss)

ANGEL: Uh, let's hold that thought, shall we? Hey, it's me, the Angel from 7-Eleven...and I've got a solution that's heaven sent for anyone looking for an easier way to cash your checks. It's the new VCom machine inside 7-Eleven stores. It's like an ATM that lets you cash checks 24 hours a day, 7 days a week. And it's so easy to use, just follow the simple on-screen instructions...in English or Spanish.

Plus, right now when you sign up for check cashing at a 7-Eleven store with VCom, we'll give you a \$5 coupon check you can cash immediately on VCom. That's five bucks you can use for a Big Gulp, or Slurpee drink or whatever. So, to recap, VCom inside 7-Eleven; Easy to use; easy to sign up now, easy to get five bucks free.

SING: *OH THANK HEAVEN!*

ANGEL: For a Limited time at participating 7-Eleven stores with VCom. Participants must be approved for VCom membership to qualify for the \$5 coupon check. \$5 available only to members who sign-up after March 1st, 2002.

RADIO COPY

CLIENT: 7-ELEVEN

PRODUCT: V-COM

LENGTH: :60 • AS PRODUCED: 2/22/02 • ZDST-2059

TITLE: "TOP 5"

ACT DIRECTOR: JA/CH/CT

Page # 2

CLIENT # 10-105100

PJ# 10-STL-0081

2/25/02 • 8:48 AM

COPYWRITER: ADVH/ALR/AQ

ENGLISH TRANSLITERATION

- SFX: SOUND OF EXCITING DRUMROLL AND TV SHOW MUSIC THROUGHOUT THE SPOT.
- HOST: *(talk show style)* And now... the five best reasons to use 7-Eleven's V-Com Check Cashing machine:
- Reason 5: because you don't have to wait in mile-long lines to cash a check.
- SFX: APPLAUSE AND PEOPLE SHOUTING EXCITEDLY.
- HOST: Reason 4: with V-Com the first two paychecks you cash are free.
- SFX: APPLAUSE AND PEOPLE SHOUTING EXCITEDLY.
- HOST: Reason 3: you can cash your check, wire money, buy money orders, and much more.
- SFX: APPLAUSE AND PEOPLE SHOUTING EXCITEDLY.
- HOST: Reason 2: because 7-Eleven is open 24 hours a day, 7 days a week. And the number 1 reason for using V-Com is:
- SFX: DRUMROLL BECOMES MORE INTENSE AND WE HEAR A FANFARE.
- HOST: Because you'll get a \$5 Coupon Check for free to cash at the V-Com machine when you tell the 7-Eleven store associate that you want to sign up to become a member.
- SFX: APPLAUSE AND PEOPLE SHOUTING EXCITEDLY.
- HOST: So sign up at V-Com and treat yourself with \$5. Get a Slurpee or a Big Gulp Drink. Sounds good, huh?
- SINGERS: Count on 7-Eleven.
- DISC: At participating 7-Eleven stores with V-Com. Participants must be approved for V-Com membership to qualify for the \$5 coupon check. \$5 available only to members who sign up after March 1, 2002.

DIESTE & PARTNERS

IN PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

RADIO COPY

CLIENT: THE SOUTHLAND CORP.
PRODUCT: 7-ELEVEN
LENGTH: :50:10 Correction #1.
TITLE: "FAN"
AB/CS/RS

Page # { PAGE }
CLIENT # 10-105-100
PJ# 10-STL-0001
{ DATE \ } • { TIME }
JG/ALR/AQ

AS RECORDED SCRIPT.

CAMPAIGN: **BASEBALL.**

SFX: BASEBALL. ORGAN. EXCITED CROWD.

SPORT MAN: Alvarez is ready. He knows it's now or never. There he goes...

SFX: EXCITED CROWD.

SPORT MAN: ... and he's on first ...

SFX: BITING HAMBURGER.

SPORT MAN: ... and now on second ...

SFX: BITING HAMBURGER.

SPORT MAN: Incredible! He made it all the way to third!

SFX: ORGAN PLAYING "TAKE ME OUT TO THE BALL GAME".

ANNCR: Now at 7-Eleven baseball has more flavor, with the delicious Burger Big Bite. So if you're on the run, enjoy the ease of a hot dog - but it's 100% beef. And to keep a full house, accompany it with a Super Big Gulp filled with Pepsi or your favorite drink.
No baseball game is enjoyed as much as at 7-Eleven.

SFX: STADIUM.

SPORT MAN: It's incredible ... you can see the happiness in his eyes, and the crowd is asking for more, Alvarez is going to please them and he makes another hit(FADE OUT).

SFX: BITING HAMBURGER.

ANNCR: Count on 7-Eleven.
Available at participating stores while supplies last.

DIESTE & PARTNERS

IN PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

RADIO COPY

CLIENT: THE SOUTHLAND CORP.
PRODUCT: 7-ELEVEN
LENGTH: :60 Correction #1.
TITLE: "PLAY BY PLAY"
AB/CS/RS

Page 1 { PAGE }
CLIENT # 10-105-100
P# 10-STL-0001
{ DATE } • { TIME }
JG/ALR/AQ

AS RECORDED SCRIPT

CAMPAIGN: **BASEBALL.**

SFX: BASEBALL GAME. ORGAN. EXCITED CROWD.

SPORT MAN: Fernández connects with a hit that flies toward center field, it's going, it's going, it bounces off the rail! The men on base run for the rubber, Fernández makes it to first, steals second base, the ball is flying to third!
Fernández makes it home ... Safe, says the umpire! What a play!
But what's happening?, Fernández is still running, he jumps the fence ... he crossed the street, to 7-Eleven.
(CONFUSED) 7-Eleven? ... and he's on the phone ...

SFX: ORGAN PLAYING "TAKE ME OUT TO THE BALL GAME"

ANNCR: Now 7-Eleven has your favorite baseball players on the phone. They're the collectible Major League Calling Cards. Each one is 30 minutes.
Talk nonstop with these cards, and instead of carrying around so much loose change, carry around your favorite players in your pocket.

SFX: STADIUM.

VO: Here comes Fernández back from 7-Eleven with Super Big Gulps filled with PEPSI and Burger Big Bites for everyone.
The other players ask him for calling cards. He didn't bring any. What an error! Everyone leaves the stadium and they're going, going, gone to 7-Eleven!

ANNCR: Count on 7-Eleven.
Available at participating stores while supplies last.

DIESTE & PARTNERS

PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

RADIO COPY

CLIENT: THE SOUTHLAND CORP.
PRODUCT: BIRTHDAY CARD
LENGTH: :60
TITLE: "HAPPY BIRTHDAY"
AB/CS/RS

Page # { PAGE }
CLIENT # 10-105-100
PJ# 10-STL-0002
{ DATE \ } • { TIME }
JG/ALR/AQ

BIG BITE VERSION.

GIRL: (SINGING WITHOUT MUSIC) Happy birthday to you, happy birthday to you, happy birthday, 7-Eleven...

GUY: Why are you so cheerful?

GIRL: Because 7-Eleven is having its 70th birthday and I'm going to celebrate.

GUY: (MAKING FUN) I'm sure there'll be cake, candles and party hats, right?

GIRL: No, but if you spend \$5, you'll get a 7-Eleven Birthday Card.

GUY: (LAUGHING) You think they're gonna give you something on their birthday?

GIRL: You haven't heard the best part. The 7-Eleven Birthday Card has 4 coupons that you can redeem for a free Slurpee, a coffee, a Big Bite Hot Dog by Oscar Mayer and a Big Gulp filled with Coca-Cola or your favorite soft drink.

GUY: All 4 free?

GIRL: Uh-huh.

GUY: (SINGING) Happy birthday to you, happy birthday to you ...

GIRL: (SURPRISED) Why are you singing?

GUY: Because I'm hungry and I'm going to 7-Eleven for my presents.

GIRL: Well with that voice, they're not even going to give you thanks.

ANNCR: On its 70th anniversary, count on 7-Eleven.
See details at participating stores, for a limited time.
Gasoline, alcohol and lottery tickets purchases are excluded.

DIESTE & PARTNERS

PUBLICIDAD

DALLAS • LOS ANGELES • MIAMI • NEW YORK

RADIO COPY

CLIENT: THE SOUTHLAND CORP.
PRODUCT: BIRTHDAY CARD
LENGTH: :60
TITLE: "HAPPY BIRTHDAY"
AB/CS/RS

Page # { PAGE }
CLIENT # 10-105-100
PJ# 10-STL-0002
{ DATE \ } • { TIME }
JG/ALR/AQ

Gasoline, alcohol and lottery tickets purchases are excluded.

DIESTE & PARTNERS

W P U B L I C I D A D W

DALLAS • LOS ANGELES • MIAMI • NEW YORK

WIRE COPY

DEPT: THE SOUTHLAND CORP.
SUBJECT: BIRTHDAY CARD
LENGTH: :60
TITLE: "HAPPY BIRTHDAY"
AB/CS/RS

Page: { PAGE }
AGENT # 10-105-100
AD# 10-STL-0002
{ DATE V } • { TIME }
JG/ALR/AQ

WORLD OVENS DONUT VERSION.

GIRL: (SINGING WITHOUT MUSIC) Happy birthday to you, happy birthday to you, happy birthday, 7-Eleven...

GUY: Why are you so cheerful?

GIRL: Because 7-Eleven is having its 70th birthday and I'm going to celebrate.

GUY: (MAKING FUN) I'm sure there'll be cake, candles and party hats, right?

GIRL: No, but if you eat something at Deli Central with any beverage, you'll get a 7-Eleven Birthday Card.

GUY: (LAUGHING) You think they're gonna give you something on their birthday?

GIRL: You haven't heard the best part. The 7-Eleven Birthday Card has 4 coupons that you can redeem for a free Slurpee, a coffee, a World Ovens Donut and a Big Gulp filled with Coca-Cola or your favorite soft drink.

GUY: All four free?

GIRL: Uh-huh.

GUY: (SINGING) Happy birthday to you, happy birthday to you...

GIRL: (SURPRISED) Why are you singing?

GUY: Because I'm hungry and I'm going to 7-Eleven for my presents.

GIRL: Well with that voice, they're not even going to give you thanks.

ANNCR: On its 70th anniversary, count on 7-Eleven.
See details at participating stores, for a limited time.

79



DALLAS • LOS ANGELES • MIAMI • NEW YORK

RADIO COPY

CLIENT: THE SOUTHLAND CORPORATION
PRODUCT: CALLING COUPON PROMOTION
LENGTH: :60 **As recorded.**
TITLE: "INVESTIGATION"
AB/RG/CS/RS

Page # {PAGE}
CLIENT # 10-105100
PJ# 10-STL-0014
{DATE \} • {TIME}
JG/ALR/AQ

ENGLISH TRANSLITERATION

JINGLE: 7-ELEVEN.

REPORTER: (TRANSMITTING) We're investigating why people coming out of 7-Eleven are saying that this is going to be the coldest Christmas season ever.

ANNCR: And also the tastiest.

REP: What's that?

ANNCR: Besides cold, it's gonna be the tastiest.

REP: And what are you basing that statement on?

ANNCR: On Slurpees and Super Big Gulps from 7-Eleven.

REP: Let's take it a little slower ...

ANNCR: When you buy a 22 ounce Slurpee, or a Super Big Gulp, we'll serve it to you in a special holiday cup.

Besides the Slurpee now comes in the new seasonal flavor, Candy Cane.

REP: Very interesting. Does it really taste like a Candy Cane?

ANNCR: Of course it does. And that's not all, every time you buy a Slurpee or a Super Big Gulp, you can peel off a prepaid phone card for 5 minutes from the cup, to call your family and friends in the United States this Christmas for free!

REP: Get me a Candy Cane Slurpee.

ANNCR: Aren't you going to finish your story?

REP: Sure. But we're moving on to the ve-ri-fi-cation phase.

ANNCR: At participating stores. While supplies last.

REP: (ENJOYING) Mmhhh! you're right.

JINGLE: COUNT ON 7-ELEVEN.

80



DIESTE & PARTNERS
P U B L I C I D A D

DALLAS • LOS ANGELES • MIAMI • NEW YORK

RADIO COPY

CLIENT: THE SOUTHLAND CORPORATION.
PRODUCT: 7-ELEVEN.
LENGTH: :50/:10 **As recorded.**
TITLE: **"CHUCHO"**
AB/RG/PM/CS/RS

Page # { PAGE }
CLIENT # 10-105100
PJ# 10-STL-0029
{ DATE \ } • { TIME }
AD/IE/JG/ALR/AQ

ENGLISH TRANSLITERATIONS

SPEAKING ON PHONE.
CHUCHO: Where are we going to eat today?
GUY: Let's go to 7-Eleven, Chucho.
CHUCHO: 7-Eleven?
GUY: Sure, Chucho, let's go get a "meal package" with a sandwich, chips and drink.
SFX: HANG UP PHONE.
GUY: Chucho? Chucho? Chucho?

JINGLE: 7-ELEVEN.

ANNCR: Be like Chucho, rush over to 7-Eleven for one of our delicious "meal packages" that's ready to take go. Enjoy a Super Big Sub sandwich, delivered fresh every day. There's turkey, mmm, the Deluxe Italian or the ham and turkey, all with tomato, pepper, onion and lettuce. You can also choose your favorite bag of Frito-Lay Big Grab chips, and cool down with a Big Gulp drink filled with your favorite flavor. Come to 7-Eleven and with out make any line, assemble your "meal package" and enjoy it with Chucho... or whoever you can find.

:10 TAG.

ANNCR: At participating 7-Eleven stores.
JINGLE: COUNT ON 7-ELEVEN.

4:29 PM

ART DIRECTOR:

COPYWRITER: FR

SFX: (CROWD APPLAUSES AND SOUNDS)

HOMERO: That's right my friends, be quiet! as the new president of the "friends of eating well club" I promise all of you we'll celebrate The Seven-Eleven Day.

SFX: (CROWD APPLAUSES AND SOUNDS)
We all be obligated to enjoy a delicious Hotdog Big Bite with a refreshing Coke!!

SFX: (CROWD APPLAUSES AND SOUNDS)

LOCUTOR: Eat, refresh your self and win with the Simpsons and Seven-Eleven. It's simple, every time you buy a 1/3 pound Oscar Mayer Big Bite Hot Dog with any Big Gulp drink like Coca-Cola Classic, you'll receive free a Simpsons trivia card. You win instant prizes from Simpsons caps and t-shirts to a trip to Los Angeles to the Simpsons Global Fanfest.

BART: Wow! Dad turn into a sensitive and smart director.

LISA: No girl, he's just a glutton with big cheeks out of control.

SFX: COUNT ON SEVEN ELEVEN.

At participating Seven-Eleven Stores.

LEGAL: Seven-Eleven is the Simpsons Global Fanfest headquarters. No purchase necessary. Game is open to all legal U.S. residents. Void where prohibited. Entries must be received by August 7, 2000. See 7-Eleven stores for official rules.

Exhibit 9



7-Eleven® Visa About Us Products & Services Careers Franchising Real Estate News Room Contact Us

**Try a 1/4 lb
BIG BITE
COMBO
ONLY
\$2.99**

Super Big Gulp™ only 20¢ more!

**7-ELEVEN
Team
7-ELEVEN**

**7-ELEVEN
SLURPEE**

**Kettle Style
Potato Chips**

**BIG
GULP**

7-ELEVEN

*Offer is good on any flavor of 7-ELEVEN™ chips and popcorn. Excludes multiple purchases. Tax, state and federal taxes, and other applicable taxes and fees are extra. © 2008 7-Eleven, Inc. All rights reserved. 7-Eleven is a registered trademark of 7-Eleven, Inc.

Slurpee.com | Store Locator | Gift Card Balance | Lottery Results | Contact Us

Copyright © 7-Eleven, Inc. 2008. All rights reserved.

This site is intended for residents of the US and Canada, excluding Quebec

[Terms Of Use](#) | [Privacy Statement](#)



7-Eleven® Visa About Us Products & Services Careers Franchising Real Estate News Room Contact Us

Products & Services .. Tasty Beverages Search

Tasty Beverages

New at 7-Eleven® Stores

Everyday Convenience

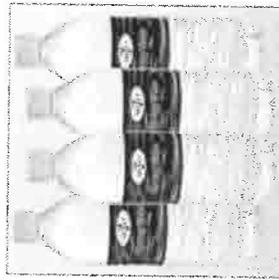
Fun & Games

Foods to Go

Tasty Beverages

Phone Cards and Financial Services

New Vendor/Supplier Application



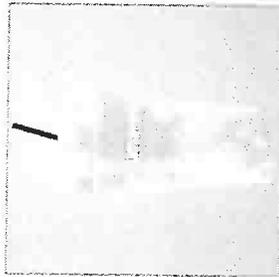
7-Select Spring Water



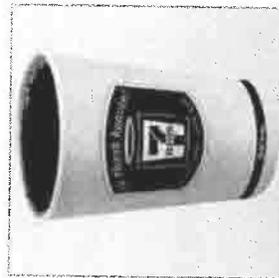
Brazilian Bold Coffee



Iced Coffee



Slurpee Beverage



Guaranteed Fresh: 7-Eleven® Coffee



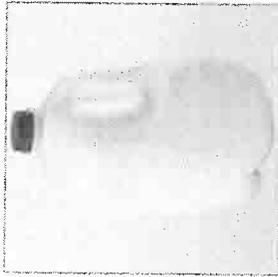
Hot Tea



Big Gulp® Fountain Drink



Energy Drinks



Milk



Juice &
Juice Drinks

The Gulp®
proprietary
Gulp®, Su
refillable c
bigger size
refillable c
than a regi
majority of
beverage c
Coca-Cola
Mountain .

Products and services described on 7-Eleven.com may not be available at all stores in North America. The listed prices are suggested retail prices and may vary by region.

[Slurpee.com](#) | [Store Locator](#) | [Gift Card Balance](#) | [Lottery Results](#) | [Contact Us](#)

Copyright © 7-Eleven, Inc. 2008. All rights reserved.

This site is intended for residents of the US and Canada, excluding Quebec

[Terms Of Use](#) | [Privacy Statement](#)





7-Eleven® Visa About Us Products & Services Careers Franchising Real Estate News Room Contact Us

About Us

Search

About Us

In The Community

Programs

How We Give

History

Fun Facts

Milestones

Management Team

International Licensing

A World Leader

Welcome to 7-Eleven.

Our doors are always open and our friendly store teams are ready to serve you. Come in to any 7-Eleven store and you'll find a great selection of fresh, high-quality products at an everyday fair price, along with speedy transactions in a clean, safe, friendly shopping environment.

What started out as an ice house in Dallas, Texas back in 1927 has grown and evolved into the world's largest operator, franchisor and licensor of convenience stores. Based in Dallas, Texas, the company operates, franchises and licenses more than 7,750 stores in North America. Of the more than 5,700 stores the company operates and franchises in the United States, some 4,200 are franchised. Internationally, 7-Eleven licensees and affiliates operate more than 28,200 7-Eleven and other convenience stores in countries including Japan, Taiwan, Thailand, South Korea, China, Hong Kong, Malaysia, Singapore, Australia, Philippines, Norway, Sweden and Denmark.

A World-Class Organization

At 7-Eleven Our **Mission** is: To consistently serve the changing needs of customers for *their* convenience.



*Get that 7-Eleven
love 7-Eleven*

Our **Vision** is: To be the best retailer of convenience.

Our culture is based on the principles of **Servant Leadership** and **The 7-Eleven Way**.

Servant Leadership is best defined by the three "Cs."

- **Capacity:** What you *can* do to lead.
- **Commitment:** What you *want* to do to lead.
- **Character:** What you *will* do to lead.

The 7-Eleven Way principles are illustrated in the acronym: I CARE about People & Teamwork.

I – Integrity
C – Customer Focus
A – Accountability
R – Recognition
E – Excellent Execution
about

People & Teamwork

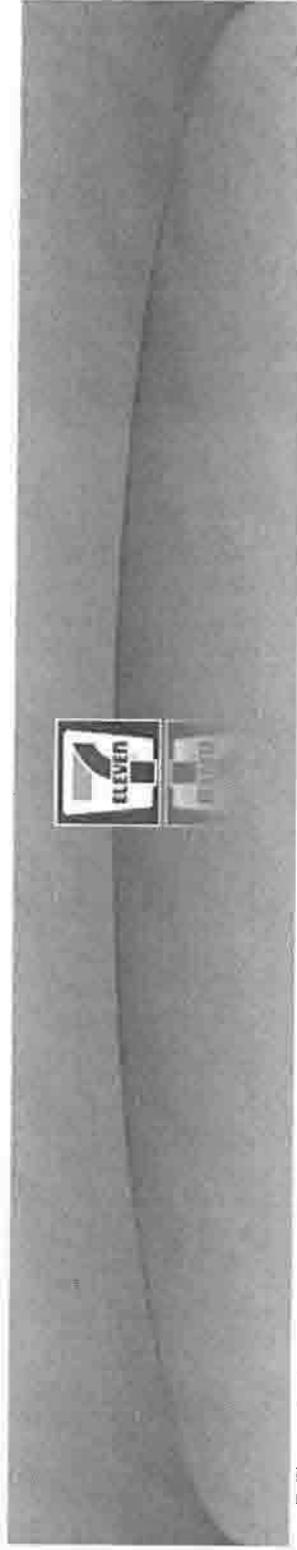
Maybe you're a new customer, a prospective franchisee or employee, you'll be able to use this site to discover the world of 7-Eleven.

[Slurpee.com](#) | [Store Locator](#) | [Gift Card Balance](#) | [Lottery Results](#) | [Contact Us](#)

Copyright © 7-Eleven, Inc. 2008. All rights reserved.

This site is intended for residents of the US and Canada, excluding Quebec

[Terms Of Use](#) | [Privacy Statement](#)



7-Eleven® Visa About Us Products & Services Careers Franchising Real Estate News Room Contact Us

About Us .. Fun Facts

Search

Fun Facts

In The Community

Programs

7-Eleven, Inc.

How We Give

- 7-Eleven is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven, Inc., operates, franchises and licenses more than 7,700 stores in North America.

History

- Globally, 7-Eleven operates, franchises or licenses approximately 35,900 stores in 14 countries.

- July 11 (7/11) is the official birthday of the 7-Eleven® convenience store chain.

Fun Facts

- In 1927, convenience retailing began simply enough when an employee of Southland Ice Company in Dallas started selling milk, eggs and bread from the ice dock. Soon, the convenience store was born and became known as 7-Eleven to reflect the 7 a.m. to 11 p.m. hours of operation.

Milestones

Industry Firsts

Management Team

International Licensing

- 7-Eleven was the first to ... operate 24 hours a day ... sell fresh-brewed coffee in to-go cups ... have a self-serve soda fountain ... and offer super-size fountain drinks.
- 7-Eleven aired the first television advertising by any convenience store; the animated commercial featuring a singing owl and rooster ran in 1949.
- 7-Eleven was the first retailer to offer fresh-brewed coffee in to-go cups, introducing it in their Northeast stores in 1964. And now is the first retailer to add functional, herbal enhancements to its coffee to go.
- 7-Eleven was the first c-store retailer to give customers "freedom of choice" by offering all major soft drink brands at the fountain.
- 7-Eleven was the first convenience store to sell pre-paid phone cards.

Slurpee® Beverages

- The most Slurpee® beverages are sold in Winnipeg, Manitoba, in Canada, followed by Detroit, Michigan. But the #1 Slurpee store in the world is located in Kennewick, Wash.
- 7-Eleven customers sip more than 13 million Slurpee beverages each month. Favorite flavors are Coca-Cola, Minute Maid Cherry and Mountain Dew. Since its introduction in 1966, some 6 billion Slurpee drinks have been sold, just about enough for every person on the planet to have slurped.

Fresh Bakery

- 7-Eleven sells 60 million fresh-baked donuts and pastries per year – enough to feed every person in the state of Virginia a dozen donuts!
- If you lined up all the bakery items made for 7-Eleven in a year, they would extend almost 6,000 miles – from Boston to San Diego ... and back again.
- How sweet it is! 7-Eleven uses 365,000 pounds of glaze each month on its donuts, fritters and other pastries.
- Most customers want a beverage with their favorite donut – 70 percent choose a cup of 7-Eleven coffee.
- Blueberry is at the top of the hill as the best-selling muffin in 7-Eleven stores across the country. And customers #1 pick for a donut is glazed.

Who? What? Where? Who's buying the most 7-Eleven stuff?

- Of all U.S. retailers, 7-Eleven sells the most ... USA Today newspapers, cold beer, cold single-serve bottled water, cold Gatorade, fresh-grilled hot dogs and money orders.
- Nearly one-third of the 6 million people who stop by a U.S. 7-Eleven store each day purchase immediately consumable food.
- 7-Eleven is America's favorite beverage destination. At least one out of three customers purchases a non-alcohol beverage.
- A typical 7-Eleven store in the United States has between 2,400 and 3,000 square feet, and carries about 2,500 different items.
- 7-Eleven sell the most hot dogs in Washington, D.C., coffee on Long Island, nachos in Colorado; and Big Gulp® drinks in sunny Southern California.
- California has more 7-Eleven stores than any other state – about 1,200.
- Of all its proprietary products, 7-Eleven sells more fresh-brewed coffee than anything else – 1 million cups each day. That's more than 10,000 pots of coffee an hour every hour of every day of the year. In fact, 7-Eleven could serve a cup of coffee to every person in its hometown of Dallas every single day – now that's a Texas-sized coffee break!
- 7-Eleven sells approximately 56 million fresh-grilled hot dogs every year, more than any other retailer in America.
- 7-Eleven stores sell almost 26 million gallons of fountain drinks a year – enough to fill 65 Olympic-size swimming pools.
- 7-Eleven sells 41 million gallons of milk each year – enough for lots of milk mustaches! And enough to pour more than two glasses of milk for every man, woman and child in the United States.
- 7-Eleven has the largest ATM network of any retailer in United States.
- Ho Ho Ho! The day most retailers are closed, 7-Eleven is hopping. Christmas is one of the biggest sales days of the

year for the convenience chain.

[Slurpee.com](#) | [Store Locator](#) | [Gift Card Balance](#) | [Lottery Results](#) | [Contact Us](#)

Copyright © 7-Eleven, Inc. 2008. All rights reserved.

This site is intended for residents of the US and Canada, excluding Quebec

[Terms Of Use](#) | [Privacy Statement](#)



7-Eleven® Visa About Us Products & Services Careers Franchising Real Estate News Room Contact Us

About Us .. Milestones Search

Company Milestones

In The Community Since 1927, 7-Eleven has accomplished a number of milestones. Here is an overview:

Programs

1927 The Southland Ice Company is founded in Oak Cliff, Texas

How We Give

Tote'm stores introduced

History

1928 Tote'm stores begin selling gasoline

1946 7-Eleven® store name introduced because the stores are open 7 a.m. until 11 p.m.

Fun Facts

1949 "Owl & Rooster" television commercial introduced: first for a convenience store chain

1952 100th store opening

Milestones

1954 First store opened outside of Texas (Florida)

1958 First cold weather store opened in the northeast (Virginia)

1960 500th store opening

International Licensing

1963 1,000th store opening

7-Eleven purchases Speedee Mart in California and enters into franchising

First 24-hour operation introduced (Austin, TX and Las Vegas, NV)

1964 Coffee-to-go introduced in Long Island, NY

1966 Slurpee® frozen beverage introduced

1968 First domestic area license signed

1969 "Oh Thank Heaven for 7-Eleven" campaign introduced

- First Canadian store opened
- 1971 First \$1,000,000,000 sales year
- First store opens in Mexico
- First entry into the European market (England & Scotland)
- Self-serve gasoline introduced
- 1974 First store opens in Japan
- 1979 First \$1,000,000,000 sales quarter
- 1980 7-Eleven International opens 1,000th store
- 1984 Super Big Gulp® is introduced (44-ounce fountain soft drink)
- ATMs introduced to convenience stores
- 7-Eleven International opens 2,500th store
- 1988 Oscar Mayer Big Bite® Hot Dogs (proprietary brand) introduced
- 7-Eleven International opens 5,000th store
- 1991 Revitalization of 7-Eleven begins
- Deli Central™ introduced (proprietary sandwiches)
- World Ovens® pastry introduced (proprietary bakery items)
- 1993 7-Eleven International opens 7,500th store
- 1995 Company opens its 15,000th store
- 1996 7-Eleven Mexico celebrates its 25th Anniversary
- 7-Eleven International opens 10,000th store
- 1997 Café Select® coffees introduced
- Retail Information System rollout begins
- 1998 Café Cooler™ introduced (proprietary frozen cappuccino)
- Financial Services Centers introduced
- 1999 The Southland Corporation changes name to 7-Eleven, Inc.
- Fruit Cooler™ introduced (proprietary low-fat smoothie-like fruit drink)
- 7-Eleven International opens 12,500th store
- 2000 20,000th store opens (Tokyo)
- 7-Eleven International opens its 15,000th store

- 7-Eleven is re-listed on the New York Stock Exchange
- 2001 Vcom™ kiosk, the next generation of financial service centers, is introduced in Texas and Florida
- 7-Eleven raises more than \$2 million for the Red Cross to assist victims of the September 11 terrorist attacks
- Store of the Future Lab opens in Dallas, TX
- 2002 7-Eleven achieves \$10,000,000,000 in revenue
- 7-Eleven Celebrates its 75th Anniversary
- First sugar-free Slurpee drink introduced nationally
- Slurp & Gulp Introduced
- 7-Eleven Australia celebrates its 25th Anniversary
- 7-Eleven begins rollout of Vcom kiosks in 1,000 of its 7-Eleven stores in the United States
- 2003 7-Eleven International opens its 20,000th store
- Seven-Eleven Japan observes 30th anniversary as 7-Eleven's first overseas licensee
- 7-Eleven introduces its first proprietary import beer - Santiago
- 7-Eleven offers nationally its own stored value card called the 7-Eleven Convenience Card
- Company opens its 25,000th store – celebration noting milestone held in July at a downtown Chicago store grand opening
- 2004 7-Eleven offers Atkins and other controlled-carbohydrates products
- 7-Eleven launches new online Vendor/Supplier Application process in March
- 7-Eleven opens stores in Beijing, China, in April
- 7-Eleven sells Cityplace headquarters building in April
- 7-Eleven introduces new Franchise Agreement in March
- 7-Eleven becomes first retailer to offer its own prepaid wireless program, called 7-Eleven Speak Out™ wireless
- 2005 7-Eleven re-enters Manhattan after 23-year hiatus
- Company launches Stir Crazy -- first soft-serve dairy dessert ready to eat from freezer
- 7-Eleven launches Pick Smart and Formula 7 in fresh foods
- 7-Eleven becomes wholly owned subsidiary of Seven-Eleven Japan
- Launches of Business Conversion Program to invite well-positioned independent c-stores/mom & pop operations to become 7-Eleven stores

Colorado and Utah company-operated stores are converted from company-operated to franchise operations

C.P. Seven-Eleven Co. Ltd. Opens its 3,000th store in Thailand

President Chain Store Corp. opens its 4,000th 7-Eleven store in Taiwan

South China licensee opens 200th store in Guangdong Province

Hong Kong Convenience Stores licensee brings 7-Eleven to Macau

Seven & I Holdings purchases outstanding shares of 7-Eleven, Inc. and takes U.S.-based convenience-store chain private

Joe DePinto named president and CEO of 7-Eleven, Inc.

2006 Company culture shifts to "I C.A.R.E. About People and Teamwork" and Servant Leadership

7-Eleven product featured in Donald Trump's TV show, *The Apprentice*

Seven and i Holdings become's Japan's largest retailer with purchase of Sogo Co. and Seibu Department stores Ltd.

7-Eleven teams with Blockbuster, Inc. on 20th Century Fox's *X-Men: The Last Stand* movie promotion

Acquisition of White Hen, Pantry (Chicago and Boston areas); doubles 7-Eleven, Inc.'s presence in Chicagoland

Acquisition of 10 McKee Oil Co. stores in Salt Lake City area

7-Eleven, Inc.'s stores in Texas begin converting from company-operated to franchise operations

Ciabatta sandwiches made with artisan bread are introduced

7-Eleven launches sports marketing/sponsorship program with multiple major league teams in Chicago, Dallas and Miami

Company established Retailer Initiative Department; presents RI Award to UST and BakeFresh

Company changes focus and organizes to support regional fresh food and product preferences

Norway opens the northernmost store in the world: Trosnø, Norway – Latitude 69° 39' Longitude 18° 56'

China authorizes 7-Eleven operations in Beijing and Guangdong Province to offer individual store franchise opportunities

7-Eleven, Inc. opens its 30,000th store

7-Eleven Hong Kong celebrates its 25th Anniversary

7-Eleven International opens its 25,000th store

- 2007 7-Eleven, Inc. moves up from the #9 spot to #4 in Entrepreneur Magazine's 2007 Franchise 500
- 7-Eleven announces comprehensive, local sports marketing sponsorship program that includes high-profile teams in major markets – NFL, NBA, MLB, NASCAR venues, IRL Andretti Green team and Extreme Sports
- National introduction of first herbal-extract enhanced coffee sold in a cup called Fusion Energy
- 7-Eleven offers ReVoS, a prepaid international phone card that allows unlimited talk time to 42 countries for \$19.99 a month
- 7-Eleven offers franchise opportunities for first time in Dallas-Fort Worth, Temple-Killeen and Austin areas of Texas
- Slurpee beverage gets energized with the introduction in May of Full Throttle Fury Energy Slurpee enhanced with guarana, ginseng and taurine.
- Super cool 3-D lenticular Slurpee cups makes Spider-Man come alive as part of 7-Eleven's promotion of Spider-Man 3 movie. Other characters featured on the xx-oz collectible cups are Venom and Sandman.
- The Kwik-E-Mart conversion of 11 US and 1 Canadian stores plus marketing of Simpsons products in July leading up to The Simpsons Movie captures international attention and becomes the biggest promotion in 7-Eleven's history.
- Advertising Age* names 7-Eleven among its Top 50 Ideas award winners.
- 7-Eleven introduced its proprietary energy drink – **Inked** – that targets the tattooed community.
- Entrepreneur* magazine judges 7-Eleven, Inc. as the No. 1 franchise company in the USA and features the organization in its Dec. 12 edition.
- The Wall Street Journal* selects 7-Eleven's Simpsons promo in July as No. 2 among its ranking of U.S.'s best advertising campaigns.
- 2008 *Wine Enthusiast* magazine award 7-Eleven stores' proprietary Sonoma Crest line of wines a "Best Buy" rating.
- The company's campaign for The Simpsons Movie in 2007 receives honors for integrated marketing excellence, including the Super Reggie from the Promotions Marketing Association and Planet Retail's international Innovation Award.
- Company launches its private-label brand, **7-Select**, introducing 32 new products to stores, mostly snacks, chips, candy and cookies.

[Slurpee.com](#) | [Store Locator](#) | [Gift Card Balance](#) | [Lottery Results](#) | [Contact Us](#)

Copyright © 7-Eleven, Inc. 2008. All rights reserved.

This site is intended for residents of the US and Canada, excluding Quebec

[Terms Of Use](#) | [Privacy Statement](#)

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807



[7-Eleven® Visa](#) |
 [About Us](#) |
 [Products & Services](#) |
 [Careers](#) |
 [Franchising](#) |
 [Real Estate](#) |
 [News Room](#) |
 [Contact Us](#)

A promotional banner for X-Men Origins Wolverine. On the left, a close-up of Wolverine's face with his claws extended. On the right, a Big Gulp cup, a bag of 7-Select Kettle Style Potato Chips, and a sandwich. A price tag at the bottom right reads: "1/4 lb Big Bite, 7-SELECT® Chips and Big Gulp \$2.99* Plus tax where applicable." A starburst graphic says "Super Big Gulp only 20¢ more!". Logos for Marvel and Dr Pepper are also present.

Brody Exhibit 9 (7-Eleven)
Page 218

[Slurpee.com](#) |
 [Store Locator](#) |
 [Gift Card Balance](#) |
 [Lottery Results](#) |
 [Contact Us](#)

Copyright © 7-Eleven, Inc. 2008. All rights reserved.
 This site is intended for residents of the US and Canada, excluding Quebec

[Terms Of Use](#) | [Privacy Statement](#)

7-Eleven, Inc. v. Bucenell
Opposition No. 91177807

Brody Exhibit 9 (7-Eleven)
Page 219

Home » About 7-Eleven

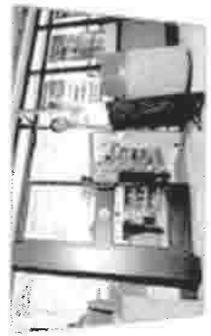


[PRODUCTS & SERVICES](#) |
 [CAREERS](#) |
 [FRANCHISING](#) |
 [INVESTORS](#) |
 [NEWS ROOM](#) |
 [60](#)

[About 7-Eleven](#) |
 [Contact Us](#) |
 [Store Locator](#) |
 [Site Index](#) |
 [Lottery Results](#)

About 7-Eleven

- ▶ [About 7-Eleven®](#)
- ▶ [Home](#)
- ▶ [History](#)
- ▶ [Management Team](#)
- ▶ [Community Affairs](#)
- ▶ [Multicultural Affairs](#)
- ▶ [Calendar of Events](#)
- ▶ [International](#)
- ▶ [Licensing](#)



A World Leader
 Since 1927, 7-Eleven has been a leader in convenience retailing. Today, more than 21,000 stores worldwide make customers say, "Oh Thank Heaven for 7-Eleven!"

[View History](#)



Learn about our products & services.

Fun Facts

Big Gulp lovers gulp over 30 million gallons of fountain soft drinks per year at 7-Eleven. That's enough to fill 59 Olympic-size swimming pools.

[More](#)

Meet the Management

It's a 24/7 life for the men and women who make up 7-Eleven's management.

[More](#)

A Part of the Community

7-Eleven wants to be a part of every community it serves. Find out what we're doing to be a good neighbor.

Multicultural affairs

7-Eleven has built a workforce that reflects the world's diversity and the diversity of our customer base. We also strive to provide opportunities for manufacturers, suppliers and service providers.

Learn how you can participate.

[Products & Services](#) |
 [Careers](#) |
 [Franchising](#) |
 [Investors](#) |
 [News Room](#) |
 [About 7-Eleven](#) |
 [Contact Us](#) |
 [Store Locator](#) |
 [Site Index](#) |
 [Lottery Results](#)

Copyright © 7-Eleven, Inc. 2002. All rights reserved.
 This site is intended for residents of the US and Canada, excluding Quebec.
[Privacy Policy](#) | [Terms & Conditions](#) | [7-Eleven in Canada](#)

<http://www.7-eleven.com/about/about.asp>



Home » About 7-Eleven » History



[PRODUCTS & SERVICES](#) |
 [CAREERS](#) |
 [FRANCHISING](#) |
 [INVESTORS](#) |
 [NEWS ROOM](#)

[About 7-Eleven](#) |
 [Store Locator](#) |
 [Site Index](#) |
 [Lottery Results](#)

About 7-Eleven

History

- ▶ [About 7-Eleven®](#)
- ▶ [Home](#)
- ▶ [History](#)
- ▶ [Management Team](#)
- ▶ [Community Affairs](#)
- ▶ [Multicultural Affairs](#)
- ▶ [Calendar of Events](#)
- ▶ [International Licensing](#)

The Story of Convenience Shopping

7-Eleven pioneered the convenience store concept way back in 1927 at the Southland Ice Company in Dallas, Texas. In addition to selling blocks of ice to refrigerate food, an enterprising ice dock employee began offering milk, bread and eggs on Sundays and evenings when grocery stores were closed. This new business idea produced satisfied customers and increased sales, and convenience retailing was born!



Learn about our products & services.



The company's first convenience outlets were known as Tote'm stores since customers "toted" away their purchases, and some even sported genuine Alaskan totem poles in front. In 1946, Tote'm became 7-Eleven to reflect the stores' new, extended hours - 7 a.m. until 11 p.m., seven days a week. The company's corporate name was changed from The Southland Corporation to 7-Eleven, Inc. in 1999.

Today, 7-Eleven is the undisputed leader in convenience retailing with more than 21,000 stores operating in the U.S. and 16 other countries and total sales of more than \$27 billion in 1999.

Business Operations

More than 5,700 7-Eleven and other convenience stores are operated and franchised by 7-Eleven, Inc. in the United States and Canada, and they serve



<http://www.7-eleven.com/about/history.asp>

approximately six million customers each day.

Each store focuses on meeting the needs of busy shoppers by providing a broad selection of fresh, high-quality products and services at everyday fair prices, along with speedy transactions and a clean, safe, friendly shopping environment.

Proprietary Products



7-Eleven is known internationally for Big Gulp fountain soft drinks, Big Bite hot dogs, Slurpee beverages, and Café Select fresh brewed coffee. The stores have expanded their food service offerings with a proprietary line of deli items and baked goods, which are prepared and delivered fresh daily.

7-Eleven also offers convenient services based on each neighborhood's individual needs, including automated money orders, copiers, fax and automatic teller machines, long-distance phone cards and lottery tickets, where available.

Global Convenience

Approximately 3,300 of the company's 5,300 stores in the United States are operated by franchisees, and about 430 are operated by licensees. 7-Eleven, Inc., its licensees and affiliates operate approximately 15,000 7-Eleven and other convenience stores in Japan, Australia, Mexico, Taiwan, Singapore, Canada, the Philippines, Spain, Sweden, Denmark, South Korea, Thailand, Norway, Turkey, Malaysia, China and the U.S. territories of Puerto Rico and Guam.

IYG Holding Company, a wholly owned subsidiary of Ito-Yokado Co., Ltd. and Seven-Eleven Japan Co., Ltd., has owned a majority interest in 7-Eleven since 1991. Seven-Eleven Japan operates more than 8,400 7-Eleven stores in Japan and Hawaii under an area license agreement with 7-Eleven, Inc.



The screenshot displays the 7-Eleven website interface. At the top, a navigation bar includes links for Products, Franchise and Investors, Careers, Investor Relations, About Us, and Contact Us. Below the navigation bar, a banner features the text "On Thank Heaven for 7-Eleven" above an image of a 7-Eleven store. To the right, the text "Only at 7-Eleven" is displayed above a promotional image of a man holding a Mountain Dew Slurpee and a Big Gulp. The main headline reads "Try our New Big Sub and Big Morning Combos!" with a "View Details" link. Below this is a search bar with the text "Search 7-eleven.com" and "Search For:" followed by a search input field containing "Begin Search". A link below the search bar says "Click here for help on searching". To the right of the search bar is a large image of a Mountain Dew Slurpee cup. The text "Mountain Dew® Slurpee®" is positioned above the cup, and a paragraph below it states: "It's bold. It's cold. It's what you've been waiting for. Get it now at participating 7-Eleven stores."

7-Eleven Internet Shopping Card & Gift Card

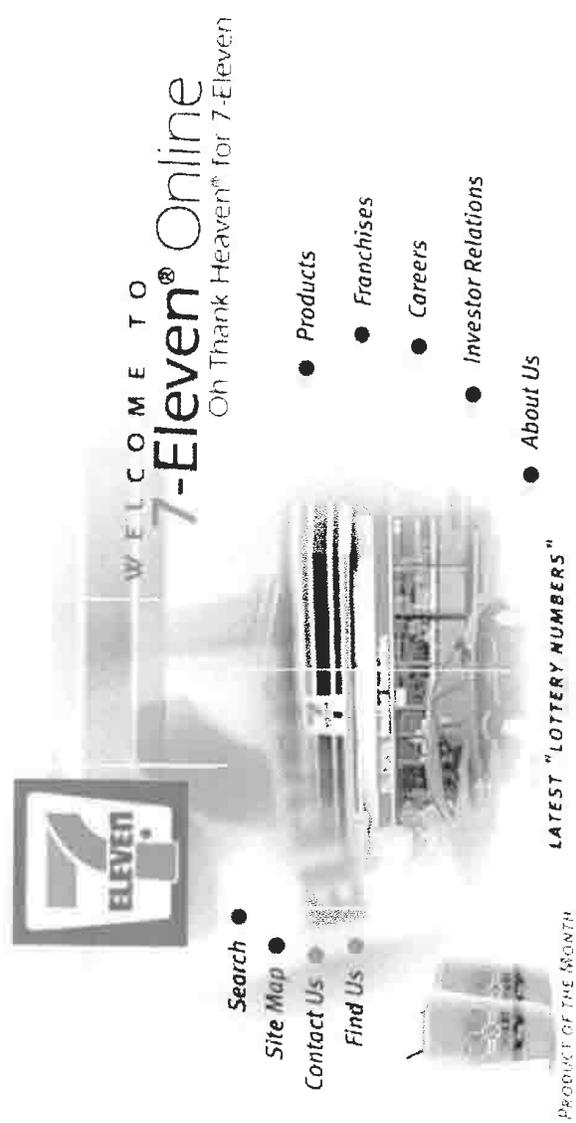
from American Express

Effective July 9th, 2001, 7-Eleven stores will no longer be able to sell or reload Internet Shopping Cards or Gift Cards. We apologize for the inconvenience and hope to have a new program of pre-paid shopping cards in the future. Cards with a remaining balance will be honored at all retailers accepting American Express, including 7-Eleven, until funds have been depleted from the card, or until the card expiration date (12/03). *Customers with additional questions may call American Express @ 1-877-451-8045*



Q & A about my existing card.

[Products](#) | [Franchises and Licenses](#) | [Careers](#) | [Investor Relations](#) | [About Us](#)
[Search](#) | [Site Map](#) | [Contact Us](#) | [Store Locator](#) | [Home](#)



7-Eleven responds to recent attack on U.S. with public service efforts
[NEW Big Sub Combo™](#) and [Big Morning Combo™ Meals](#)

[Products](#) | [Franchises and Licenses](#) | [Careers](#) | [Investor Relations](#) | [About Us](#)
[Search](#) | [Site Map](#) | [Contact Us](#) | [Canada](#) | [Store Locator](#)

© 7-Eleven, Inc. All rights reserved.

On Thank Heaven for 7-Eleven

MULTI-STEP CREATIONS

New Combo Meals

Announcing Another Big Idea from 7-Eleven!

#1 Big Bite Combo™ Meal

- Juicy Oscar Mayer® Big Bite™ Hot Dog
- Big Grab® Frito-Lay® Chips
- 16 oz. Gulp® Drink

only **\$1.99** (plus tax where applicable)



#2 Really Hungry? Get a Bigger Bite Combo™ Meal!

- Big, 1/4 lb. Oscar Mayer® Hot Dog
- Big Grab® Frito-Lay® Chips
- 32 oz. Big Gulp® Drink

only **\$2.49** (plus tax where applicable)



#3 Big Sub Combo™ Meal

- Delicious 8-inch Big Sub Sandwich
- Any Big Grab® Frito-Lay® Chips
- 32 oz. Big Gulp® Drink

only **\$3.99** (plus tax where applicable)

Search 7-eleven.com

Search For:

Begin Search

Click here for help on searching

#4 Big Morning Combo™ Meal

- Any Breakfast sandwich
 - 12 oz. Coffee
- only **\$2.49** (plus tax where applicable)
Product selection may vary.



[Products](#) | [Franchises and Licenses](#) | [Careers](#) | [Investor Relations](#) | [About Us](#)
[Search](#) | [Site Map](#) | [Contact Us](#) | [Store Locator](#) | [Home](#)