

* PROGRAM GUIDELINES *

ELIGIBILITY

- ◆ Applicant must be a legal resident of the 50 United States and District of Columbia, and between 10 and 18 years of age. Employees and the families of Nestlé USA, Inc., its affiliates, subsidiaries and advertising agencies are ineligible.
- ◆ Parent or legal guardian must grant permission for youth to be considered.

ENTRIES

- ◆ The entry form *must* be completed by the student.
- ◆ Entry form must be submitted as one packet with a recent photo (not larger than 5" x 7") of the student, a signed consent form from the parent or legal guardian, copies of the most recent report card or transcript, and two letters of recommendation by **November 1, 2006** to:
Nestlé Very Best In Youth
P.O. Box 29059
Glendale, CA 91209

PRIZES

- ◆ Judges will select 25 outstanding youths who will be profiled in a book, which will be published in the summer of 2007.
If the winner is unable to attend the awards ceremony, prizes will be forfeited and another winner may be selected.

- ◆ Each winner will also receive a trip with his/her parent or legal guardian to Los Angeles, California for the Nestlé Very Best In Youth awards ceremony. The trip will include round-trip coach air travel, hotel accommodations for four nights (one room, double occupancy) and \$600 spending money (approximate retail value up to \$2,400).
- ◆ Nestlé will donate \$1,000 in the name of each winner to the charity of his/her choice.
- ◆ Each entrant will receive a Certificate of Achievement from Nestlé and samples of Nestlé products.
- ◆ No cash substitutions for prizes will be permitted and prizes are non-transferable. Prizes won by a minor will be awarded in the name of the parent or legal guardian. Federal, state, and local taxes are the sole responsibility of the winner. Winners will be required to sign affidavits of eligibility and release. By submitting an entry, a potential winner agrees to allow use of his/her name and/or photograph for advertising this or similar promotions without compensation. Entries (including photos) and all rights of ownership and reproduction of same will become property of Nestlé USA, Inc., and will not be returned. Void where prohibited, restricted or taxed. Subject to all federal, state, and local laws.

“THE NESTLÉ VERY BEST IN YOUTH WEEKEND IS SOMETHING I WILL NEVER FORGET.”

— STEPHANIE UIBEL, AGE 12, MARLTON, NEW JERSEY



THE NESTLÉ VERY BEST IN YOUTH 2005 WINNERS
JOINED BY U.S. OLYMPIC SOCCER TEAM STAR
BRANDI CHASTAIN AT THE NESTLÉ VERY BEST IN YOUTH
AWARDS WEEKEND CELEBRATION.

JUDGING

- ♦ Judges will select the winners from all eligible entries received.
- ♦ Students will be judged based on the information provided on the entry form (i.e., strong academic record, special contribution to school, church, or community, demonstration of good citizenship or a personal obstacle the youth has overcome).
- ♦ In the event of a tie, the judges will select a winner.
- ♦ Winners will be notified by February 14, 2007.
- ♦ Judges' decisions are final.
- ♦ Youth may have made a special contribution to school, church, or community. Youth may have taken the lead role in planning and implementing activities to aid individuals or groups.
- ♦ Youth may have overcome a personal obstacle—physical, economic or social.

CRITERIA

- ♦ Youth must demonstrate good citizenship and a strong academic record (GPA, honors, etc.). Copies of the student's current report card or transcript must accompany the entry form.

SPONSORS

NESTLÉ® CARNATION® INSTANT BREAKFAST®
NESTLÉ® CRUNCH®
NESTLÉ® JUICY JUICE®
NESTLÉ® NESQUIK®
NESTLÉ® PURINA®
STOUFFER'S®

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* IN HER OWN WORDS *

HI, MY NAME IS COURTNEY HOLDER and I was honored in 2003 as a Nestlé Very Best In Youth recipient. I vividly remember seeing a small flyer on the counter of my local Blockbuster, advertising an award for “the very best in youth.” I personally didn’t think I would have much of a chance, but my mom encouraged me to look into the award. So I began my Nestlé Very Best In Youth journey—writing, proofreading, and typing answers to the questions that outlined just who I was.

I sat at the dinner table surrounded by family, actively talking about our eventful days, when I went to answer the phone. I soon heard the voice of Mr. Ken Bentley, Vice President, Community Affairs & Educational Programs for Nestlé USA, telling me I had been selected as a recipient. The coming months were exciting ones filled with a photo shoot, an interview, and shopping for a dress. The more my mom and I learned about the details of our first trip to California, the more we anticipated the end of July.

I took my first plane excursion six hours across the country to a city I had only dreamed about visiting—Hollywood. I felt like I was placed into one of the fairy tales I’d read as a child. The limo ride, elegant hotel, and prompt service created a whole new world compared to what I was used to. The rest of the weekend was a whirlwind fantasy as I formed long-lasting friendships, shopped on Hollywood Boulevard, and met the incredible people who make Nestlé Very Best In Youth possible. Each day was packed with surprises—Disneyland, Universal Studios, celebrity sightings and more! Nestlé even kept one guest speaker, Dr. Sally Ride (the first woman in space), a secret until our breakfast at the Nestlé corporate headquarters. However, even that would not be the highlight of my trip. Words could not describe the feeling of walking down the red carpet, lined with people offering words of congratulations as I stepped into a gala banquet hall. I was moved as I heard the stories of other youth who wanted to make a difference as much as I did.

I came home anxious to find a need in my community that I could address. In my community service as a tutor and my parents’ experience as teachers, I noticed the need for an improvement in literacy. I decided my \$1,000 donation from Nestlé would be best used in Dolly Parton’s Imagination Library of Campbell County. The Imagination Library in my county is partnered with REACH’S (Regional Education And Community Health Services, Inc.). Children who register for the Imagination Library receive one hard-back, age-appropriate book each month from birth to age five.

The experience of being a Nestlé Very Best In Youth winner will be a part of my life forever. As I go from day to day, I will always be grateful to Nestlé for creating such a wonderful program to honor ordinary youth doing extraordinary things.



COURTNEY HOLDER
NESTLÉ VERY BEST IN YOUTH
2003 AWARD RECIPIENT

*** ENTRY FORM ***

STUDENT'S NAME:

STREET ADDRESS:

CITY:

STATE:

ZIP:

HOME TELEPHONE NUMBER:

SEX:

AGE:

BIRTHDATE:

(Must be 10–18 years old)

NAME OF PARENTS/GUARDIANS:

DAYTIME TELEPHONE OF PARENTS/GUARDIANS:

SCHOOL CURRENTLY ATTENDING:

SCHOOL STREET ADDRESS:

CITY:

STATE:

ZIP:

SCHOOL TELEPHONE NUMBER:

HOW DID YOU HEAR ABOUT THE NESTLÉ VERY BEST IN YOUTH PROGRAM? INTERNET SCHOOL FORMER WINNER (NAME: _____) OTHER (SPECIFY: _____)

PLEASE ANSWER THE FOLLOWING QUESTIONS ON A SEPARATE SHEET OF PAPER. PLEASE PRINT OR TYPE YOUR RESPONSES.

1. List your top academic achievements (GPA, honors, etc.).
2. What are your career aspirations (college, profession, etc.)?
3. What type of contribution have you made to the betterment of your community?
4. Who are your role models and why?
5. Have you overcome a personal obstacle—physical, economic, or social? If so, please describe in detail.
6. In your opinion, what is the major problem in the world? Why? How would you solve the problem?
7. What book has had the most effect on your life and why?
8. Tell us about a pet (dog or cat) in your life. It can either be a family or neighborhood dog or cat that has had an effect on your life. You can also attach a photo of you with the pet.

A COMPLETE ENTRY PACKET CONSISTS OF THE FOLLOWING MATERIALS GROUPED TOGETHER:

- | | | |
|---|--|---|
| <input type="radio"/> Completed entry form | <input type="radio"/> Two letters of recommendation with | MAIL COMPLETE ENTRY PACKET TO:
Nestlé Very Best In Youth
P.O. Box 29059
Glendale, CA 91209 |
| <input type="radio"/> Answered essay questions (1–8) | the accompanying recommendation | |
| <input type="radio"/> A recent photograph (not
larger than 5" x 7") | form. One letter of recommendation | |
| <input type="radio"/> Signed parental consent form | must be from someone connected | |
| <input type="radio"/> Proof of academic standing (most
recent transcript or report card) | to your school (teacher, counselor
or principal). | |

DEADLINE: **November 1, 2006**

*** PARENTAL PARTICIPATION CONSENT FORM ***

I,

(“GUARDIAN”)

being duly sworn, represent that I am the parent or legal guardian of

(“MINOR”)

who has been nominated in the Nestlé Very Best In Youth program (“Program”) in accordance with the Program Guidelines, which I read and understood before Minor was entered in the Program. Minor is not, nor is any member of his/her immediate family, employed by Nestlé USA, Inc., any of its subsidiaries, affiliates, or advertising/promotion agencies. Minor is a legal resident of the U.S. I understand that if Minor is selected as a winner under the Program, Minor will

be profiled in a book to be published in the summer of 2007 and will also receive a trip with one parent or legal guardian to Los Angeles and be honored at the Nestlé Very Best In Youth awards ceremony. I further understand that Minor must be available to participate in the trip and be present at the awards ceremony.

I hereby consent to allow Minor to be nominated and participate in the Nestlé Very Best In Youth program.

MINOR’S NAME:

NAME OF PARENT/LEGAL GUARDIAN:

SIGNATURE OF PARENT/LEGAL GUARDIAN:

PARENT/LEGAL GUARDIAN’S STREET ADDRESS:

CITY:

STATE:

ZIP:

HOME TELEPHONE NUMBER:

OTHER TELEPHONE NUMBER:

DATE:

*** RECOMMENDATION FORM # 1 ***

NAME OF NOMINEE:

STREET ADDRESS OF NOMINEE:

CITY:

STATE:

ZIP:

NAME OF PERSON COMPLETING THIS FORM:

STREET ADDRESS OF PERSON COMPLETING THIS FORM:

CITY:

STATE:

ZIP:

DAYTIME TELEPHONE NUMBER:

RELATIONSHIP TO NOMINEE:

PROFESSION:

The Nestlé Very Best In Youth program, sponsored by Nestlé USA, honors young people who have excelled in school and are making their community and the world a better place.

At ten or eighteen, young people of all ages can make a difference, whether it's fifth graders sharing their reading skills with struggling inner-city children or raising money for children's hospitals, flood victims, and homeless shelters.

The Nestlé Very Best In Youth program is designed not only to recognize young people for their outstanding achievements, but also to inspire other young people to do their very best.

Your recommendation should include details about the nominee's academic accomplishments, service to the community, career goals and interests, leadership roles, and any obstacles the nominee has overcome. Also of interest is the nominee's relationship with his/her peers and family members.

Please include any anecdotes that relate the nominee's literacy skills or love of books and reading to his/her commitment to the community. Please type your responses.

Return this completed form along with your recommendation to the nominee. ***It must be enclosed with the entry form as part of the completed entry packet.***

*** RECOMMENDATION FORM # 2 ***

NAME OF NOMINEE:

STREET ADDRESS OF NOMINEE:

CITY:

STATE:

ZIP:

NAME OF PERSON COMPLETING THIS FORM:

STREET ADDRESS OF PERSON COMPLETING THIS FORM:

CITY:

STATE:

ZIP:

DAYTIME TELEPHONE NUMBER:

RELATIONSHIP TO NOMINEE:

PROFESSION:

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Return this completed form along with your recommendation to the nominee. ***It must be enclosed with the entry form as part of the completed entry packet.***

“THANK YOU FOR A
WONDERFUL WEEKEND.”

— DAVID COONS, AGE 13, SIMI VALLEY, CALIFORNIA



NESTLÉ USA CHAIRMAN & CEO BRAD ALFORD AND CAROL RASCO, PRESIDENT & CEO OF READING IS FUNDAMENTAL, CONGRATULATE FAITH MCCULLOUGH, AGE 13, OF SOUTH HOLLAND, ILLINOIS ON RECEIVING HER SPECIALLY DESIGNED NESTLÉ VERY BEST IN YOUTH AWARD.



NESTLÉ VERY BEST IN YOUTH 2005 WINNER
JOSHUA MILLER, AGE 18, OF PARKLAND, FLORIDA
WALKING DOWN THE RED CARPET FOR THE
NESTLÉ VERY BEST IN YOUTH AWARDS CEREMONY.

“NESTLÉ GAVE A PERFECT
COMBINATION OF ACTIVITIES.
I LIKED THE OPTIONS TO DO
TOURISTY THINGS AS WELL
AS EXCITING DAY TRIPS.”

— AMY STEINMETZ, AGE 17, WOODBRIDGE, CONNECTICUT

“THE NESTLÉ VERY BEST IN YOUTH WEEKEND
AND EVERYTHING LEADING UP TO IT WAS SO
ORGANIZED. MY FAMILY AND I DON'T HAVE
A SINGLE COMPLAINT. IT WAS BY FAR
THE MOST AMAZING EXPERIENCE EVER.”

— MARGARET ANN MORGAN, AGE 14, MCCOMB, MISSISSIPPI