

RULES AND REGULATIONS GLOBAL TEA CHAMPIONSHIP All Categories

The Global Tea Championship™ is an independent competition, which is part of World Tea Media, a division of Informa, judged by professional cuppers to distinguish the highest quality and best-tasting teas commercially available worldwide.

This championship is made up of three competitions: Hot Loose Leaf Fall & Spring, Iced Tea Commercial, Single Serve and Small Batch iced. The Hot Tea class is evaluated twice a year – February or March for fall harvest teas and September for spring harvest teas. The Commercial Iced Tea class is evaluated once a year in October/November. The Single Serve and Small Batch Iced class is evaluated along with Fall Hot Loose Leaf.

Winners of the championship are announced after each respective evaluation. Winning companies receive formal announcements which includes the tea's rating and ranking as well as a print ready seal (logo) that can be used for promotional materials and packaging. (See legal use of trademarks for more details.)

Winning companies also have the opportunity to showcase their teas at the annual World Tea Expo, the premier trade event for the tea industry, in the Winner's Tasting Circle, with the opportunity to win a People's Tea Choice Award. Winning companies must be either exhibiting or attending the show to enter. Additional details will be given to winning companies.

GENERAL

Eligibility – Any company that sells tea that is commercially available worldwide is eligible. Examples can be, but are not limited to, growers, producers, brokers, brand owners, retailers, grocers, coffee and/or tea shops, etc.

Upon entry into the championship, and in exchange for the opportunity to win, each entrant agrees:

- To permit World Tea Media, a division of Informa, to use the competitor's name, entry name, and any images/media in any format taken at the competition without charge for the purpose of promotion of the competition and its award celebration.
- Entrants are highly encouraged to include use of the official seal image and/or title "Global Tea Championship™" and words, "Global Tea Championship™" in reference to entrant's winning teas in verbal, electronic or printed marketing materials. (Subject to the **ADDITIONAL TERMS AND CONDITIONS** below)
- Entrants may not attempt to contact judges prior to or after the competition regarding submissions. They may contact show management only with questions: faith.bailes@informa.com
- Evaluations will be held at an approved location that is not associated with any of the entrants.
- All entry samples must be shipped no later than the published date on the website. Any submission received after that date will be automatically disqualified.
- For Both Hot Tea, Single Serve and Small Batch Iced entries **ONLY** ship to:

All Fall & Spring Loose Leaf Entries including Single Serve & Small Batch Iced

World Tea Media – Informa Attn: Sydney Rhea

5541 Central Avenue, Suite 150 Boulder, CO 80301

For Commercial Iced Tea entries, ONLY ship to:

BUNN – Attn: Mindy Glenn c/o Kris Houser

GTC Commercial Iced Competition

5020 Ash Grove Dr., Springfield, IL 62711

It is your responsibility to ship to the correct address as listed above. We are not liable for retrieving or shipping entries that are shipped to the wrong address. Please track your samples.

- It is highly recommended that each tea be packaged in an airtight properly sealed package so no cross contamination can occur during transit or storage. Entries sent in an open pouch, or pouches that open easily and result in tea falling out of the packaging, will be disqualified upon receipt. The Competition Coordinators will not touch or re-package any tea product.
- We will not be liable for any damage to teas in transit or while being stored prior to championship.
- All submissions must be packaged and labeled per the guidelines. (See hot, iced and single serve rules below for more details.) Any submission packaged and/or labeled incorrectly will be automatically disqualified. Label all entries on each package.
- There must be a list of all ingredients in each entry.
- Label information must match what is noted on all entry forms (tea name, tea type, category, etc.). We will not assume entrants meant to send a different sample.
- Entrants can submit into numerous categories but only **ONCE** in each category.
- Submissions into any given category must meet the category description. Any submission that fails to meet the definition will be moved into the right category or disqualified as per the following conditions:
 - If caught by Informa staff (or consultants or advisors) prior to deadline = product will be automatically moved into the right category.
 - If caught during set up of the championship (prior to the first day of judging) = head judge along with Informa staff will reassign automatically based on the tea submitted.
 - If not caught until the judges table – judges can reassign to another category if possible or is automatically disqualified.
 - It is important to note that we do check every submission that is entered. It is ultimately your responsibility to enter the right category. Refunds will not be given if entry is deemed disqualified.
- It is our preference to have as many entrants in each category as possible. However, if only one entrant is entered into a given category the championship will still continue. But this does not

mean that they have won a gold medal. The tea must score a certain threshold to take a certain medal. (See judging section below for more details.) Should a category be canceled, the entrant will be refunded the fee associated with that submission and product sent will be donated to a local food bank.

- Gold, Silver and Bronze winners may be listed on our website(s), and within promotional materials for both the World Tea Expo and World Tea News audiences. Entrants that do not place will not be listed.
- Submissions into a tea category must contain actual *Camellia sinensis* tea, extract or concentrate. Entrants may be asked to verify ingredients.
- For products that are labeled or promoted as certified Organic, Kosher, Fair Trade, Rain Forest Alliance, Halal, etc., entrants must be prepared to submit certification verification.
- Teas that are submitted with foreign material are automatically disqualified. Foreign material examples include but are not limited to: metal, wood, fiber, insects or insect parts, hair, stones, feathers, etc.
- Flavored categories referring to flavoring agents is defined as: Blends that have had a flavor, in liquid, flake, or crystal form, added to the blend, which was purchased from a flavoring company, with the intent to alter the flavor of the final blend. For example, adding liquid bergamot flavor for an earl grey tea. Scented teas where tea absorbs the odor of something else, most commonly jasmine, do not qualify.

HOT TEA

Submissions must be a minimum of 1 ounce (28 grams) of each tea being submitted. Each tea must be properly labeled in English (preferably typed) following the below guidelines:

- Category Name
- Company Name
- Tea Name
- Year of Harvest – if single origin tea
- Year and Month of Production – if flavored or blended tea
- Country of Origin and Province/State/Prefecture/Region – if single origin tea
- Ingredient Statement in order of predominance noting any allergens
- Sample Weight

Upon receipt of the sample(s) we will assign a unique code identifier so that only World Tea Media/Informa staff know who and what is being entered. Judges only see this unique code and not the company or tea name when judging. (Exception: The unique pen tea class will have tea names listed with tea to aid in judging, but no company names will be shown.)

1. Steeping Method – Teas will be steeped in traditional professional cupping sets which hold about 5.5oz (162ml) of water. Each tea will be prepared using 3g of tea, unless otherwise noted below. (Bergamot teas should be cupped @ 2 grams). Time and temperature will be controlled based on the grid below. Straight Matcha category will be prepared by weight; whisking 1.5g of Matcha to 65g (2.3oz) of water at 185°F (79°C) (See Table Below) in a warm dry cupping bowl. Matcha Blend – Powders submissions

must include directions on the label noting how much powder (by weight) to how much water (by volume); example 4g per 8oz. If no directions are given we will prepare this tea using 2g per 6oz. (See Table) Matcha Blend – Botanicals (See Table) will be prepared following the steamed green tea guidelines.

TEA	TIME	TEMPERATURE
White Tea -Bai Mu Dan Style	4 minutes	185F (85C)
White Tea-Bai Hao Yin Style	5 minutes	200F (93C)
Pan Fired Green Tea	3 minutes	185F (85C)
Steamed Green Tea	2 minutes	175F (80C)
Jasmine Green, Pearls	4 minutes	175F (80C)
Yellow Tea	5 minutes	185F (85C)
Green Oolong Tea	3 minutes	195F (90C)
Dark Oolong Delicate Roll	4 minutes	195F (90C)
Dark Oolong Balled	5 minutes	195F (90C)
Black Tea	5 minutes	205F + (96C +)
Black Tea – CTC 2g	5 minutes	205F + (96C +)
Darjeeling	4 minutes	185F (85C)
Pu-erh/Dark Tea	5 minutes	205F + (96C +)
Rooibos	5 minutes	205F + (96C +)
Herbal/Tisane	5 minutes	205F + (96C +)
Botanicals – Straight	4 minutes	205F + (96C+)
Matcha (Straight)-1 gr/2.3 oz water or 2.25 water	Whisk	175F (80C)
Matcha (Blends/Sweet) 3 gr/3 oz water	Whisk	185F (85C)

COMMERCIAL ICED TEA

General - Upon receipt of the sample(s) we will assign a unique code identifier so that only World Tea Media/Informa staff know who and what is being entered. Judges only see this unique code and not the company or tea name when judging. Ready to drink teas will NOT be refrigerated. Iced tea products will be served over ice at a ratio of 50/50. (50% ice to 50% tea) Sweetened is defined by the addition of sugar, corn syrup, glucose, honey, high fructose corn syrup, high intensity sweeteners, or any other natural and/or artificial sweetener.

Ready to Drink (RTD) – This overall category is defined as a single strength pre-bottled or packaged liquid drink that requires no further brewing or preparation. Submissions must be a minimum of 6 bottles (packages) in full case quantities. Each tea must be properly labeled in English (preferably typed) following the below guidelines:

- Category Name
- Company Name
- Tea Name
- Year and Month of Production

- Ingredient Statement in order of predominance noting any allergens

Bag-in-Box (BIB) – This overall category is defined as a liquid concentrate of any ratio that requires the addition of water to make a single strength, drinkable tea. This product must be packaged in a traditional bag-in-box with either a QCD or Scholle connection. Submissions to this category will be hand blended by Wilbur Curtis professionals according to submission’s ratio to create a 1 gallon (128oz, 3,785ml) finished single strength, drinkable volume with room temperature water and then judged over ice. Submissions must be a full BIB unopened case from stock product. Each tea must be properly labeled in English (preferably typed) following the below guidelines:

- Category Name
- Company Name
- Tea Name
- Year and Month of Production
- Ratio of concentrate to water (i.e. 11:1)
- Ingredient Statement in order of predominance noting any allergens

Commercial Fresh Brewed – This overall category is defined as dry tea in either open brew fraction packs or filter packs to be brewed on commercial iced tea equipment and sold in cases to foodservice customers. Tea will be brewed at either 1.5 gallon (192oz, 5,678ml) or 3.0 gallon (384oz, 11,356ml) sizes on Wilbur Curtis equipment. Packs must be a minimum of 1oz (28g)

and a maximum of 4oz (113g). Case counts must be a minimum of 15 count. Consumer retail tea bags (sachets), entries in tins, or product packaging in any way that does not meet the above definition will be automatically disqualified. This includes any bulk loose, home brew, pitcher brewed or cold brewed products. These teas should be submitted into the Small Batch Iced Tea competition.

Commercial fresh brewed categories will be brewed on BUNN equipment. It is imperative that each entry submit a calibration form to insure proper calibration and brewing of your submission. If none is provided default settings will be used.

Submissions must be a full unopened case from stock product. Each tea must be properly labeled in English (preferably typed) following the below guidelines:

- Category Name
- Company Name
- Tea Name
- Year of Harvest – if single origin tea
- Year and Month of Production – if flavored or blended tea
- Country of Origin and Province/State/Prefecture/Region – if single origin tea
- Number of fractional packs per 1.5 gallon (192oz, 5,678ml) **or** 3.0 gallon (384oz, 11,356ml) brew
- Ingredient Statement in order of predominance noting any allergens

SMALL BATCH ICED TEA

General - Upon receipt of the sample(s) we will assign a unique code identifier so that only World Tea Media/Informa staff know who and what is being entered. Judges only see this unique code and not the company or tea name when judging. Product will be stored in a temperature-controlled environment. Iced tea products will be served over ice at a ratio of 50/50. (50% ice to 50% tea) Sweetened is defined by the addition of sugar, corn syrup, glucose, honey, high fructose corn syrup, high intensity sweeteners, or any other natural and/or artificial sweetener.

Small Batch Iced Tea – This overall category is defined as dry tea in either open brew fraction packs or filter packs to be brewed in volumes less than a gallon (128oz, 3,785ml); typically 2 quarts (64oz, 1,892ml). This also includes bulk loose, home brew, retail packs, single cup and pitcher brewed teas sold as iced teas. Tea will be brewed in 1 of 4 ways:

- Mr. Coffee® Iced Tea Machine (using loose tea or filter pack)
- Takeya® Iced Tea Pitcher (using loose tea in the metal filter supplied with the pitcher)
- K-Cup® compatible machine (using a pre-packaged single cup)
- Pitcher Method (using a sealed filter pack)

Foodservice or commercial iced teas, or product packaging in any way that does not meet the above definition will be automatically disqualified. These teas should be submitted into the Commercial Iced Tea competition.

Submissions must be a full unopened case from stock product. Filter packs (pouches) must be sealed on all sides. Loose tea submissions should be at least 2oz (57g). Each tea must be properly labeled in English (preferably typed) following the below guidelines:

- Category Name
 - Company Name
 - Tea Name
 - Year of Harvest – if single origin tea
 - Year and Month of Production – if flavored or blended tea
 - Country of Origin and Province/State/Prefecture/Region – if single origin tea
 - List the way you have chosen to prepare your iced tea and any other details requested below in preparation section.
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- Ingredient Statement in order of predominance noting any allergens

Preparation – Iced teas will be prepared based on the below. The finished product will be judged over ice as noted above.

- Mr. Coffee® Iced Tea Machine: Tea will be brewed in 2 quart finished volume settings, where 1 quart is the brewed concentrate and 1 quart is filtered room temperature water. If the tea is supplied loose a paper filter will be used. (IMPORTANT: Please ensure to list

the weight used for this brew method on your label. If a weight is not given it will be weighted at 0.75oz). If the tea is supplied in a filter pack, 1 filter pack will be used without an additional filter paper.

- Takeya® Iced Tea Pitcher: Tea will be brewed in a 2 quart Takeya® pitcher using the supplied metal filter. One quart of 205°F+ (96°C+) water will be used to make the concentrate steeping for 5 minutes. Afterwards the metal filter will be removed and 1 quart of filtered room temperature water will be added. (IMPORTANT: Please ensure to list the weight used for this brew method on your label. If a weight is not given it will be weighted at 0.75oz).

- K-Cup® Compatible Machine: Tea will be brewed by the glass or pitcher following the direction on your packaging.

- Pitcher Method: Tea will be brewed in a 2 quart pitcher using 1 filter pouch. One quart of 205°F+ (96°C+) water will be used to make the concentrate steeping for 5 minutes. Afterwards the tea will be removed and 1 quart of filtered room temperature water will be added.

SINGLE SERVE

General - Upon receipt of the sample(s) we will assign a unique code identifier so that only World Tea Media/Penton staff know who and what is being entered. Judges only see this unique code and not the company or tea name when judging.

Single Cup – This overall category is defined as tea that is packaged to be brewed through a Keurig® K-Cup® machine. (*IMPORTANT NOTE: World Tea Media®, a division of Penton® nor Global Tea Championship® have any affiliation with Keurig® Inc. or K-Cup®. This championship is not affiliated with Keurig® Inc.*) Entries will be brewed in a K-Cup® compatible machine. If for some reason your entry doesn't fit into the machine used, contents will be emptied into a clean reusable filter basket. Entries may be submitted for other style single serve cups; however, please note the product will be emptied into a clean reusable filter basket and brewed on the K-Cup® compatible machine.

Submissions must be a full unopened box from stock product. Each tea must be properly labeled in English (preferably typed) following the below guidelines:

- Category Name
- Company Name
- Tea Name
- Year and Month of Production
- Recommended water volume per cup
- Ingredient Statement in order of predominance noting any allergens

Bagged – This overall category is defined as dry whole or broken tea leaves that are sold in any type of filter bag material. Examples include but are not limited to: paper tea bags, tea bags of other filter material, pyramid bags of any material, circle/disc bags, etc. These bags may or may not have a string and/or tag. This category is for hot tea marketed beverages ONLY. (For iced tea, please see iced tea championship.) Product must be packaged at a minimum of a 10 count and a maximum of 100 count. Product will be steeped per the time and temperature guidelines found in the hot tea section above using 1 bag per tasting bowl. Submissions must be full

unopened box from stock product. Each tea must be properly labeled in English (preferably typed) following the below guidelines:

- Category Name
- Company Name
- Tea Name
- Year and Month of Production
- Ingredient Statement in order of predominance noting any allergens

PAYMENTS

Fees must be paid with the submission of the entry form. The price to enter is \$175.00 (USD) per entry. Early Bird Pricing is available in each competition, see registration for dates. Coupon codes are available for those that:

- have contracts to exhibit at the current year's World Tea Expo
- are sponsors or advertisers who have contracts with World Tea News in the current year's championship.

The discount code is good for 20% off entry. Codes will be sent via email to the contact on file for above contracts. There are no refunds once application has been processed.

JUDGES

Judges for this competition are selected based on their reputation, their professionalism and their extensive experience cupping teas (minimum of 5 years of cupping teas for purchase, quality control, development, etc.). Each championship will have a minimum of 3 with a maximum of 5 judges. Judges are not allowed to judge more than 6 championships. At which time the judge must wait at least 3 championships before judging again. However, there will be at least 2 Judges, on the panel, that have prior experience judging this competition. Judges are not paid, but are reimbursed for their travel expenses. Furthermore, judges may have their head shot and biography marketed on the championship website or other World Tea Media marketing materials.

Each championship will have a Head Judge that will work with World Tea Media before, during and after the championship to ensure efficacy of the championship. The Head Judge is charged with managing all other judges and support the championship in whole. The Head Judge must follow all other rules and regulations as it pertains to being a judge.

Judges cannot be directly employed by companies that have entered this championship. However, it is conceivable that a judge may be indirectly involved with companies that have entered this championship either by supplying the company ingredients, selling them finished blended/flavored products or by consulting with them. Although we know the integrity of these judges will not impair the ability for a fair and just evaluation, we recognize the need for additional measures and controls to ensure that there is no potential for the results to be affected by any judge who has an interest in a particular tea entered into the competition.

The simplest means to accomplish this would be to not have a judge evaluate the tea; however, having one judge's rating removed from the average but not the others would potentially skew the overall results. Therefore, we are using the following measures and controls:

Prior to the Competition – Each of the judges will be required to sign an agreement to maintain the highest ethical standards during the competition and are further required to disclose any direct or indirect involvement to a particular company that has entered. Judges who fail to uphold these standards will be immediately dismissed from judging and will not be allowed to judge again.

Initial Evaluation and Rating Process – All teas shown to judges are internally coded so that the judges have no direct knowledge of the tea that is being judged. This ensures that the teas are judged blind. For judges who have a specific interest in an entrant, their evaluation of the tea they have an interest in will be statistically evaluated against the other judges' evaluation of that tea and in comparison, to all other teas in that category. Any evaluation from a judge that had an interest in a specific tea that has more than two standard deviations from the average will result in discarding that specific judge's evaluation for the entire category. The comprehensive methodology was created by UNLV Professors who are experts in statistical analysis. (See statistical methodology for eliminating bias and errors section for more details.)

JUDGING

Each submission is evaluated blind and through organoleptic analysis. An overall numerical value on a 100-point scale is then calculated based on the ratings of each characteristic judged. Gold, Silver and Bronze winning teas are determined by rank. If by chance there is a tie for a specific place, the teas will be re-evaluated and placement determined. This is not a peer review but a championship for gold, silver and bronze winners. Judges will use the category description to review and judge each tea.

Our 100-point rating system, is not a mirror of the wine ratings commonly seen, where all wines seem to earn a score of 85 to 95. Instead teas entered are more critically evaluated, and the following guidelines can be used to interpret the resulting ratings:

96 - 100	Superior: Unique tea, difficult to replicate, exceptional vintage
90 - 95	Outstanding: A distinctive tea with brilliant style
80 - 89	Very Good: A tea with great characteristics
70 - 79	Above Average: A tea with particularly desirable qualities

60 - 69	Good: Good quality tea typical for the category
50 - 59	Average: Mainstream Tea
40 - 49	Mediocre: Below expectations
0 - 39	Poor: Not Recommended

There is a minimum threshold score that must be met in order to take a certain place. They are:

- **Gold – 80**
- **Silver – 70**
- **Bronze - 60**

Additionally, at the discretion of the judges, a “Judge’s Choice” award may be given to a tea in which the judges feel is special or exemplary but did not win a medal. There may be several or no Judge’s Choice awards given during each championship.

Example 1: a tea may be the best in a given championship but if the overall score is 72 that tea would only be awarded a silver medal. This would mean that there is no gold winner in that championship.

Example 2: top three teas are scored 93, 92 and 82. The 93 score would win gold, the 92 score would win silver and the 82 score would win bronze.

Example 3: top three teas are scored 85, 65, 55. The 85 score would take gold, the 65 would take bronze and the 55 would not place. In this scenario, there is no silver winner.

STATISTICAL METHODOLOGY FOR ELIMINATING BIAS AND ERRORS

For each tea judged, an average score for the tea will be calculated. Also, for each tea judged, there will be a “standard deviation” calculated for its average score. Standard deviation is setting a range between which scores may be predicted to fall. The statistic can identify a range for each tea score into which 95% of all scores would be expected. Each individual judge’s score is then checked to ensure that it falls within the prediction range. If any judge’s scores fall outside of the 95% expectation range for a tea, whether unexpectedly high or low, it is eliminated.

Any such extreme scores are termed in the statistics world as outliers, and the 95% certainty range is like that used in social science research. It is a generally accepted cut off point in research. The size of the range for each tea is variable – if all judges but one rated a tea within a few points of each other, the

range size would be small. If there is some disparity in scores assigned a tea, then the range for the tea could be quite wide. The benefit of such statistical procedure is that it considered overall variability between judges when establishing the predicted range, while identifying any individual score which falls considerably outside the norm.

These procedures will be applied only to each judge's total score, not to each of the sub-components (such as color, aroma, taste, etc.) that make up the final score. By applying this criterion to each score submitted, any concern about favoritism toward a tea is addressed; but equally important any strong bias against a specific tea which falls outside of the 95% range of predictability is also identified.

The standard deviation range to be applied to each tea score is -2 to +2 standard deviations from the tea's average score. The tea's average score was found by adding all individual scores, then dividing that total by the total number of individual scores. Standard deviations are then calculated based on the following:

1. For each tea score the difference between it and the average score for the tea is calculated.
2. The squares of each of those differences is calculated, and then added together to find the average squared difference. This quantity is the variance.
3. The square root of the variance becomes the standard deviation.

Each individual judge's score is converted into a measure of its deviation from the average (referred to as a "z" score or standard score). A "z" score is found by subtracting the average score from the individual score, then dividing the result by the standard deviation. If the resulting individual score is greater than +2 or less than -2, that score for that tea is eliminated.

TERMS OF USE and PRIVACY POLICY

By submitting an application for entry into the competition, you acknowledge and agree to Informa's [Terms of Service](http://www.informa.com/terms-of-service/) (available at <http://www.informa.com/terms-of-service/>) and to Informa's use of your contact information to communicate with you about offerings by Informa, its brands, affiliates and/or third-party partners, consistent with Informa's [Privacy Policy](http://www.informa.com/privacy-policy/) (available at <http://www.informa.com/privacy-policy/>).

ADDITIONAL TERMS AND CONDITIONS

Additional Rights and Obligations

You agree that World Tea Media, a division of Informa, and each of its officers, directors, officials, employees, agents, contractors, consultants and representatives (collectively, "Representatives") and its affiliates shall have the perpetual, worldwide, royalty free license and right to collect and maintain, and to reproduce, publish, display, transmit, distribute, adapt, create derivative works from, syndicate and otherwise exploit or use, commercially or otherwise, in any medium, any and all information related to you and your products that are made available to World Tea Media in connection with the Global Tea Championship (the "Competition").

You agree and acknowledge that World Tea Media is the owner of all right, title and interest in and to the marks, seals, logos and name relating to the Competition (the "Marks") and you agree that you will

do nothing inconsistent with such ownership. If you are deemed one of the winners, World Tea Media agrees to grant you a revocable, non-exclusive, non-transferable, royalty-free right and license to use one or more of the Marks, in its sole discretion, in the form and manner approved by World Tea Media, solely to enable you to promote your product's status as a winner of the Competition. In connection with your use of such Marks, you agree that you shall not (i) distribute any promotional materials referencing the Competition and/or using the Marks ("Promotional Materials") until you have received written confirmation from World Tea Media approving the materials; or (ii) use or permit the use of the Marks in a manner that will disparage the Competition or be otherwise prejudicial or defamatory to the image or reputation of the Competition or World Tea Media. You agree that all goodwill arising from use of the Marks will inure to the sole benefit of World Tea Media. You agree not to apply or assist any third party to register any of the Marks or a confusingly similar designation anywhere in the world. If any application for registration is or has been filed by you or on your behalf in any country and relates to any mark which, in World Tea Media's reasonable opinion, is confusingly similar, deceptive or misleading with respect to, or dilutes or in any way damages any of the Marks, You shall, at World Tea Media's request, abandon all use of such mark, and any registration or application for registration thereof and shall reimburse World Tea Media for all costs and expenses of any opposition or related legal proceeding, including attorneys' fees, instigated by World Tea Media or its authorized representatives. Additionally, you agree to cooperate fully with World Tea Media in protecting the Marks, and all protectable variations thereof.

Compliance with Laws/Standards

You agree that you shall comply with all federal, state, and local laws, rules, standards, regulations and ordinances ("Laws") applicable to you and your products. You represent and warrant that any information (including, without limitation, product names, trade names, trademarks, service marks and logos), Promotional Materials and any other property and intellectual property you provide for use in connection with the Competition or otherwise will not violate, infringe or misappropriate any rights of any third party.

Indemnification

You agree to indemnify, defend, and hold harmless (and to the maximum extent permissible under applicable law, you hereby expressly release and discharge) World Tea Media, Informa Media, Inc., Informa Business Media, Inc., and each of their respective Representatives and affiliates (collectively, the "Informa Parties") from and against any and all alleged and/or actual claims, actions, lawsuits, proceedings, damages, penalties, demands, losses, expenses, fees (including reasonable attorney fees), costs or liabilities of any kind or nature whatsoever (collectively, "Claims"), in connection with, caused by or arising out of (a) you and your products participation in connection with the Competition, (b) any advertising, promotions or marketing by you or any party acting on your behalf ("Related Parties"), (c) your or any Related Party's act, omission, negligence or willful misconduct, (d) your or any Related Party's actual or alleged violation or breach of any of these Rule and Regulations, (e) your or any Related Party's actual or alleged violation of any applicable Laws, (f) your or any Related Party's actual or alleged infringement of any third party intellectual property or other rights, or (g) otherwise, and in each case, whether or not foreseeable. World Tea Media reserves the right, at your expense, to assume the exclusive defense and control of any matter subject to indemnification by you, and in such case, you agree to cooperate with World Tea Media's defense of such Claim.

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General Provisions

These Rules and Regulations shall be construed in accordance with the laws of the State of New York, USA (and applicable U.S. federal law), without regard to conflicts of law principles, and the parties irrevocably consent to bring any action arising in connection with these Rules and Regulations in the federal or state courts located in New York County in the State of New York, USA. These Rules and Regulations constitute the entire agreement between the parties with respect to the subject matter hereof, and supersedes all other previous written or oral agreements between the parties with respect to such subject matter. You may not assign or delegate any of your rights, duties or obligations under these Rules and Regulations without the prior written consent of World Tea Media. All provisions hereof shall survive any termination of these Rules and Regulations as well as any other revisions which by their terms or sense are intended to survive. If any provision of these Rules and Regulations is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Rules and Regulations and shall not affect the validity and enforceability of any remaining provisions. No waiver by either party of any breach or default hereunder shall be deemed to be a waiver of any preceding or subsequent breach or default. You agree that regardless of any statute or law to the contrary, any claim or cause of action by you, on your behalf or for your benefit arising out of, related to or in connection with these Rules and Regulations or the Competition must be filed within one year after such claim or cause of action arose or be forever barred. Any heading, caption or section title contained in these Rule and Regulations is inserted only as a matter of convenience and in no way defines or explains any section or provision hereof. As used herein, "include," "includes" and "including" are deemed to be followed by "without limitation" whether or not they are in fact followed by such words or words of like import. We reserve the right to require you to sign a non-electronic version of these Rules and Regulations.

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