

## **Diet Coke® Young Designer Challenge Pinterest Contest OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.**

**1. Eligibility:** The Diet Coke® Young Designer Challenge Pinterest Contest (the "Contest") is open only to legal residents of the 50 United States (or the District of Columbia) who are at least 18 years old at the time of entry, who did not purchase any equipment for purposes of entering the Contest, and who have an account with Pinterest ("Pinterest Account") at the start of the Contest. Creating a Pinterest Account is free, but subject to its Terms of Service (<http://pinterest.com/about/terms/>). Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Target Brands, Inc., Taylor Swift, Droga5, Fast Horse Inc., ePrize, Inc., and each of their respective parents, subsidiaries, affiliates, and agents, and any agencies or other companies involved in the development or execution of the Contest or production or distribution of Contest materials, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited by law.

**2. Sponsor:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.  
**Administrator:** ePrize, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Agreement to Official Rules:** By participating in the Contest, entrant fully and unconditionally agrees to and accepts these Official Rules, including the decisions of the Sponsor and Administrator, which are final and binding in all matters related to the Contest. Whether an entrant wins a prize is contingent upon entrant fulfilling all requirements set forth herein.

**4. Timing:** The Contest begins on August 27, 2013 at 12:01 p.m. Eastern Time ("ET"), ends on September 2, 2013 at 11:59 p.m. ET (the "Contest Period"), and consists of 3 entry periods (each an "Entry Period") as set forth in the table below.

<b>Entry Period</b>	<b>Begins:</b>	<b>Ends:</b>
1	8/27/13 at 12:01 p.m. ET	8/28/13 at 12:00 p.m. ET
2	8/28/13 at 12:01 p.m. ET	8/30/13 at 12:00 p.m. ET
3	8/30/13 at 12:01 p.m. ET	9/2/13 at 11:59 p.m. ET

Droga5's computer is the official time-keeping device for the Contest.

**5. How to Enter:** During the Contest Period, log in to your Pinterest Account, and create a pinboard for this Contest (the "Pinboard"). Repin the special Diet Coke® t-shirt pin ("Contest Pin") from this site <http://CokeURL.com/zyws> or any other entrant's Pinboard to your Pinboard and include the hashtag #DietCokeStyle in the comment section of the pin. Then, create a look inspired by the Diet Coke® style to compliment the special Diet Coke® t-shirt (the "Contest Theme") by pinning or repinning other photos from [www.target.com](http://www.target.com) to your Pinboard, being certain to tag each pin with the hashtag #DietCokeStyle in the comment section of each pin. Your Pinboard must include the Contest Pin and should only contain images relevant to this Contest. Your images should not contain any illegal, defamatory, or disparaging content. In addition, a Pinboard will be deemed non-compliant and ineligible if, in Sponsor's opinion, the content featured on such Pinboard is insufficiently original or in poor taste. Your Pinboard and its content are collectively your submission (each a "Submission"). **In order for your Submission to be considered in this Contest, you must have followed all of the instructions above exactly. Non-compliant Pinboards will not be judged.**

**Limit:** Each entrant may upload only 1 Submission during the Contest Period. Submissions received from any person, Pinterest Account, or email address in excess of the stated limit will be void. Any attempt by any entrant to create more than the stated amount of Submissions by using multiple/different Pinterest Accounts, or any other methods will void that entrant's Submissions and that entrant may be disqualified.

Note: If you participate using your wireless phone, your wireless service provider may charge you for each unit of data you send and receive. Please consult your wireless service provider regarding its pricing plans. Multiple entrants are not permitted to share the same Pinterest Account. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any Pinterest Account, the authorized account holder of the email address used to register for the Pinterest Account will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning Pinterest Accounts or email addresses for the domain associated with the submitted account/address. Each potential winner may be required to show proof of being an authorized account holder.

**6. Winner Determination:** After the end of each Entry Period, a panel of qualified judges determined by Sponsor in its sole discretion will select the best Submission from among all eligible Submissions that are created during the applicable Entry Period, based on an application of the following criteria ("Judging Criteria"):

- Creativity/Originality of Your Pinboard Content: (50%)
- Quality of Submission: (25%)
- Fit to Contest Theme: (25%)

In the event of any tie, the entrant whose Submission received the higher score in the Fit to Contest Theme category, as determined by the qualified judges in their sole discretion, will be selected from among the tied entrants as the potential winner of the applicable prize. Non-winning Submissions from one Entry Period will be considered with and judged against Submissions received during subsequent Entry Periods. Sponsor reserves the right to select fewer than 3 winning Submissions, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

**7. Winner Requirements:** On or around the end date of each Entry Period, Droga5 will notify each potential winner via public message in the comment section of the potential winner's Contest Pin. Each potential winner will be required to respond with the requested information within 48 hours of the public message, or forfeit the prize. He or she will also need to complete the other steps communicated via emailed instructions, including providing a valid mailing address (P.O. Boxes not permitted). If a potential winner cannot be contacted, fails to respond to the public message with the required information within the required time period, or does not comply with these Official Rules, the potential winner forfeits the prize. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up determined by the qualified judges, in Sponsor's sole discretion and if time permits. Only 3 alternate winners may be determined, after which the applicable prize will remain un-awarded.

**8. Prizes:** 3 GRAND PRIZES (1 per Entry Period): A \$500 Target® gift card, terms and conditions apply. Approximate Retail Value: \$500.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Each winner is responsible for all taxes and fees associated with prize receipt and/or use.

**9. Publicity:** Except where prohibited, participation in the Contest constitutes each winner's consent for Sponsor and Sponsor's designees to use winner's name, city, state, likeness, and/or prize information for promotional purposes in any media without further consideration. Winner also consents to Sponsor sending out congratulations via social media once winner is confirmed.

**10. General Conditions:** If for any reason, the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of Sponsor, may corrupt or affect the administration, operation, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest, and select the winners from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other Contest, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of this Contest may be in violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**11. Release and Limitations of Liability:** Except where prohibited, by participating in the Contest, entrant agrees to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Target Brands, Inc., Taylor Swift, Droga5, Fast Horse Inc., ePrize, Inc., and their respective related companies, parents, subsidiaries, affiliates, and their respective agents and agencies, and their respective officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest or use of the prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, cellular networks, or telephone or network lines; (c) printing errors; (d) errors in the administration of the Contest or the processing of entries; (e) late, lost, or undeliverable mail; (f) defamation which may be caused, directly or indirectly, in whole or in part, from disparagement of a winner; (g) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest, including use of any prize or related travel; or (h) any prizing and prizing availability restrictions contained herein. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Released Parties are not responsible for any unauthorized third-party use of any Submission.

**12. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased; and (4) accepts all prizing and prizing availability restrictions contained herein and waives all rights and claims thereto. All issues and questions concerning the

construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**13. Winner List:** For a winner list, visit <http://bit.ly/17NEoZE>. The winner list will be posted after winner confirmation is complete.