

## **AHH Maniac Kernels from Outer Space Special Offer TERMS AND CONDITIONS**

**1. Eligibility:** The AHH Maniac Kernels from Outer Space special offer (the "Offer") is open to legal residents of the 50 United States (or the District of Columbia) who are 13 years of age or older at the time of participation and who play the AHH Maniac Kernels from Outer Space game located at <http://www.ahhhhhhhhhhhhhhhhh.com>, (the "Game"). Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, AMC Entertainment Inc., HelloWorld, Inc., and their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in the development or execution of this Offer or any of its materials, and the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. Void where prohibited.

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

**3. Timing:** Offer begins on July 14, 2014 at 12:00 p.m. Eastern Time ("ET") and ends on September 2, 2014 at 11:59 p.m. ET (the "Offer Period"). The Offer Period is comprised of 51 calendar days (each a "Day"). Administrator's computer is the official time-keeping device for the Offer.

**4. How to Receive Offer:** During the Offer Period, follow the links and instructions to play the AHH Maniac Kernels from Outer Space game located at <http://www.ahhhhhhhhhhhhhhhhh.com>. In Round 2 of the Game, look for and shoot the treasure chest. This will unlock a Bonus Round. Once you have played the Bonus Round, if you are one of the first 600 eligible people that Day to play the Bonus Round (13 or older, legal resident of 50 US or DC), you will receive a Special Offer. The first 600 people to play the Bonus Round each Day will be offered a coupon either valid for \$2.00 off of a large ICEE beverage or valid for \$2.00 off of a small popcorn at any participating AMC Theatres concession stand (each a "Theatre"). Follow the links and instructions to register to receive your Offer coupon via email. You will need to print the coupon or show it on your phone in order to redeem it. Terms and conditions of the coupons apply. If you do not take the required steps to claim and redeem the Offer before the deadline of December 31, 2014, you will lose the opportunity to do so. Limit: one Offer per person per Day. Multiple participants are not permitted to share the same email address. If fewer than 600 people play the Bonus Round of the Game on a particular Day, the remaining Offers will remain un-awarded.

**5. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Offer, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Offer, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the registration process or the operation of the Offer or to be acting in violation of these Terms and Conditions or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Offer may be a 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 Terms and Conditions shall not constitute a waiver of that provision.

**6. Release and Limitations of Liability:** Except where prohibited, by participating in the Offer, participant agrees to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, AMC Entertainment Inc., HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Offer or receipt or use or misuse of any Offer, including, but not limited to: (a) unauthorized human intervention in the Offer; (b) technical errors related to computers, servers, providers,

printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Offer or the processing of registrations; (e) late, lost, or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participant's participation in the Offer or receipt or use or misuse of any Offer. Participant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Offer and in no event shall the Released Parties be liable for attorney's fees. Participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

**7. Disputes:** Except where prohibited, participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Offer or any Offer 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 Offer, but in no event attorneys' fees; and (3) under no circumstances will participant be permitted to obtain awards for, and participant 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the participant and Sponsor in connection with the Offer, 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.