

Coca-Cola Freestyle Share a Coke® Coupon Special Offer TERMS AND CONDITIONS

1. Eligibility: The Coca-Cola Freestyle Share a Coke Coupon 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 have a smart phone with the Coca-Cola Freestyle mobile app (the "App") at the time of participation. Downloading the App is free. 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 1, 2014 at 12:00 a.m. Eastern Time ("ET") and ends on August 31, 2014 at 11:59 p.m. ET or when supplies are depleted, whichever is earlier (the "Offer Period"). Sponsor's computer is the official time-keeping device for the Offer.

4. How to Receive Offer: During the Offer Period, and while supplies last, visit a participating retailer where there is a Coca-Cola Freestyle machine, log in to your App using your Facebook or My Coke Rewards® login, then scan the QR code located on or near the machine using the App. If you select any Coca-Cola®, Diet Coke®, Caffeine Free Diet Coke®, or Coke Zero™ beverage, a Special Offer will appear on your smart phone offering you the opportunity to send a coupon valid for a 20 fl. oz. Coke® to a friend. Once you see this notification, follow the links and instructions to provide the complete information requested including a valid email address for your friend. Sponsor's agent will email a link to your friend who will need to follow the links and instructions to print the coupon. Terms, conditions, and expiration dates of coupons apply. Maximum redemption value: \$1. You may request a coupon for a friend once every 24 hours. You may not send a coupon to yourself. Multiple participants are not permitted to share the same App.

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, The Ogilvy Group, Inc., Bottle Rocket LLC, The Marketing Store, 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 or coupon, including, but not limited to: (a) unauthorized human intervention in the Offer; (b) technical errors related to computers, servers, Coca-Cola Freestyle machines, 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 email; 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 or coupon. 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 or coupon 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.

Abbreviated Terms and Conditions

LIMITED QUANTITIES, OFFER ENDS 8/31/14 OR WHEN SUPPLIES ARE DEPLETED. Open to legal residents of the 50 U.S. (or D.C.), 13 years old or older who have a smart phone with the Coca-Cola Freestyle mobile app (the "App") at the time of participation. For Terms and Conditions and complete details, visit <http://bit.ly/1nbmQzw>. Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.