

Minute Maid® Tips Sweeps

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

- 1. Eligibility:** The Minute Maid Tips Sweeps (the "Sweepstakes") is open only to legal residents of the 50 United States (or the District of Columbia) who are 18 years of age or older at the time of entry who have a Twitter or Instagram account. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, HelloWorld, Inc., and their respective parent companies, subsidiaries, affiliates, and agents and those prize providers and agencies that are involved in the development or execution of this Sweepstakes or any of its materials, and the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Sweepstakes 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: HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.
- 3. Agreement to Official Rules:** By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding in all matters related to the Sweepstakes.
- 4. Promotion Period:** The Sweepstakes begins at 12:00 a.m. Eastern Time ("ET"), November 3, 2014, and ends at 11:59 p.m. ET, March 2, 2015, (the "Promotion Period"). The Promotion Period is comprised of 12 entry periods (each an "Entry Period"), each of which begins on a Monday and ends the following Sunday, except for the first and the final Entry Periods which are longer, see table below for all details, and one "Grand Prize Entry Period" that lasts for the duration of the Promotion Period.

Entry Period	Begins at 12:00 a.m. ET on:	Ends at 11:59 p.m. ET on:	Approximate Drawing Date:
1	11/3/14	11/16/14	11/19/14
2	11/17/14	11/23/14	11/26/14
3	11/24/14	11/30/14	12/3/14
4	12/1/14	12/7/14	12/10/14
5	12/8/14	12/14/14	12/17/14
6	12/15/14	12/21/14	12/29/14
7	12/22/14	12/28/14	1/5/15
8	12/29/14	1/4/15	1/7/15
9	1/5/15	1/11/15	1/14/15
10	1/12/15	1/18/15	1/21/15
11	1/19/15	1/25/15	1/28/15
12	1/26/15	3/2/15	3/5/15
GRAND PRIZE ENTRY PERIOD	10/27/14	3/2/15	3/5/15

Twitter, Inc.'s and Instagram, Inc.'s computers are the official time-keeping devices for this Sweepstakes.

- 5. How to Enter:** There are 2 ways to enter:

- a) **App and Tip Share Method of Entry:** To enter via this method, you must have or create a Twitter account or an Instagram account and you must have a smart phone with the iD Browser app, which is free. During the Promotion Period, using your smart phone and the iD Browser application, scan the artwork on participating Minute Maid packaging. Follow the links and instructions to create a new, unique tip or share an existing tip via your Twitter or Instagram account, including the hashtag #minutetipsweeps. The tip and hashtag together are your "shared content." You must include all of the above items for your shared content to be eligible for the Sweepstakes. Each tip you share must be different from those you previously shared. If your shared content is compliant, you will automatically receive one entry into the drawing for the applicable Entry Period and one entry into the Grand Prize Entry Period drawing. Retweets are not eligible. If you use a cellular device, data rates apply. Your shared content must not contain any offensive, disparaging or otherwise inappropriate content, as determined by Sponsor in its sole discretion, or it may not be approved, it may not be considered to be eligible, and you may not be permitted to win a prize in this Sweepstakes. Furthermore, your shared content must not contain personal information of third parties or any brand names other than those owned by Sponsor, which you have a limited license to use for entry into this Sweepstakes. If your shared content includes the image of a person other than you, he or she must not be or appear to be younger than 13 and you must have his or her (or parent or legal guardian's, for a minor) permission to use the image for this purpose. If requested, you must be able to provide proof of such permission in a manner acceptable to Sponsor. Your content must also comply with the Twitter or Instagram guidelines, depending on the way you entered. Your Twitter account, Instagram account, and associated content must be public or you will not be able to participate or be eligible for a prize. Once you share a tip, others will be able to view it and share it as well, either from within the iD Browser app or on a social network. If you do not have a Twitter account, visit Twitter (www.twitter.com) and follow the links and instructions to create one, subject to terms determined by Twitter. If you do not have an Instagram account, visit Instagram (www.instagram.com) and follow the links and instructions to create one, subject to terms determined by Instagram.
- b) **Alternate Method of Entry:** During the Promotion Period, to enter without a smart phone or downloading the app, share a tip on Twitter or Instagram including the hashtag #minutetipsweeps. See restrictions on tip content above. Each tip you share must be different from those you previously shared. If your shared content is compliant, you will automatically receive one entry into the drawing for the applicable Entry Period and one entry into the Grand Prize Entry Period drawing. See Section 5 a, above for additional content limitations and social media instructions.

Limit: 1 Sweepstakes entry per person per day, regardless of method or combination of methods of entry. Multiple entrants are not permitted to share the same Twitter or Instagram account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, social media accounts, registrations or logins, or any other methods will void that entrant's entries and that entrant may be disqualified from the Sweepstakes. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant. In the event of a dispute as to any entry, the authorized account holder of the social media account used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned a social media account by the authorized agent of Twitter or Instagram. Potential winners may be required to show proof of being the authorized account holders.

6. **Drawings:** Administrator is an independent judging organization whose decisions as to the selection of the potential winners are final and binding. On or about the dates set forth in the table above, Administrator will select the name of the potential winner of the

applicable prize in a random drawing of all eligible entries received during the applicable Entry Period. Non-winning entries will carry over into subsequent drawings. The potential winners will be notified via direct message on Twitter or by comment on Instagram, or by public message or comment, if necessary, and will need to follow the required instructions to provide their contact information, and confirm their ages within 5 days, or forfeit the prize. Grand Prize winner will also be required to sign additional documentation, as described below. The odds of winning a prize will depend on the number of eligible entries received during the applicable Entry Period (or for the Grand Prize, during the entire Promotion Period). Sponsor reserves the right to disqualify any potential winner if, in its sole discretion, it finds content on his or her social media pages to be inconsistent with the brand's image (for example, if content is in violation of any of the content restrictions above).

7. **Requirements of Potential Winners:** Each potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. The potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Administrator, within 5 days of the date notice or attempted notice is sent, a Declaration of Compliance, Liability & Publicity Release ("Declaration") (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If he/she fails to do so, he/she may be disqualified and forfeit the prize. In the event that any potential winner cannot be contacted, does not respond as required, fails to complete the Declaration in the required time frame (Grand Prize only), does not follow the prize claim instructions within the required time frame, forfeits the prize, or is disqualified for any reason, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries for the applicable prize, up to 3 alternates. If the alternate potential winners are disqualified, the applicable prize will not be awarded.

8. **Prizes:**

1 GRAND PRIZE: A check for \$7,000 that may be used to purchase "Groceries for a Year" (including \$1,000 that may be used toward taxes). Approximate Retail Value ("ARV"): \$7,000.

12 FIRST PRIZES (1 per Entry Period): A \$500 VISA® gift card, terms and conditions apply. ARV: \$500.

No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize for one of equal or greater value. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: 1 prize per person. Total ARV of all prizes: \$13,000.

9. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, shared content, likeness, prize information, city and state of residence for promotional purposes in any media without further consideration.

10. **General Conditions:** In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The 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 Sweepstakes or to be acting in violation of the Official Rules of this or

any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The 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 Sweepstakes, entrants agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Twitter, Inc., Instagram, Inc., HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize 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 Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, apps, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (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 entrant's participation in the Sweepstakes or receipt of any prize. 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 Sweepstakes 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. If, for any reason, an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth herein to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.
- 12. Disputes:** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes 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; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. 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 Sweepstakes, 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/1t6KIY8>. The winner list will be posted after winner confirmation is complete.
- 14. Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.coca-cola.com/tcccprivacypolicy>.