

**#ChaseHappiness Challenge Sweepstakes**  
**Official Rules**

**NO PURCHASE REQUIRED TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID OUTSIDE THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA AND WHERE PROHIBITED BY LAW.**

1. **Eligibility:** The #ChaseHappiness Challenge Sweepstakes (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. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, 360i, LLC, National Association for Stock Car Auto Racing, Inc., ("NASCAR"), Charlotte Motor Speedway, Wunderman, a member of Young & Rubicam Group and WPP, 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 11:30 a.m. Eastern Time ("ET"), September 20, 2015 and ends at 11:29 a.m. ET, November 29, 2015 (the "Promotion Period") and is comprised of 10 entry periods (each an "Entry Period") as set forth in the table below.

Entry Period	Starts at 11:30 a.m. ET on:	Ends at 11:29 a.m. ET on:
1	9/20/15	9/27/15
2	9/27/15	10/4/15
3	10/4/15	10/10/15
4	10/10/15	10/18/15
5	10/18/15	10/25/15
6	10/25/15	11/1/15
7	11/1/15	11/8/15
8	11/8/15	11/15/15
9	11/15/15	11/22/15
10	11/22/15	11/29/15

Sponsor's computer, based on the time stamp on the social media platform, is the official time-keeping device for this Sweepstakes.

5. **How to Enter:** There are two methods of entry, one is Twitter and one is a free mail-in method, see all details below. There will be one challenge announced (each a "Challenge") per Entry Period. During the Promotion Period, if you see a Challenge announced on Twitter by @CocaColaRacing, follow the instructions to complete the task and to share it on Twitter using the hashtags #ChaseHappiness and #Sweepstakes. Your shared content

is herein referred to as your "Submission." You can find the Challenges on the @CocaColaRacing Twitter account, announced on the start date of each Entry Period. **NOTE: You may enter any Challenge that has been announced, even if the dates of that Entry Period have passed.**

a. **Twitter:** Log into or create your Twitter account. Then, create and Tweet your Submission. Your account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor and its agents. Creating a Twitter account is free, but is subject to its terms and conditions (<https://twitter.com/tos>). ***If you post updates to or receive updates from www.twitter.com via SMS from your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans.***

If your Submission is compliant, you will receive one entry into the Sweepstakes.

By posting your Submission, you agree that it conforms to the guidelines and content restrictions below and that Sponsor, in its sole discretion, may remove your Submission and disqualify you from the Sweepstakes if it believes your Submission fails to conform. Inclusion of your Submission in a gallery, if any, does not guarantee that you are eligible for the prize in this Sweepstakes.

Guidelines:

- The Submission must be in a format acceptable to the social media channel;
- The Submission must contain both of the promotional hashtags;
- The Submission must be relevant to a Challenge;
- The Submission description, if any, must be in English; and
- The Submission cannot have been submitted previously in a promotion of any kind.

Content Restrictions:

- The Submission must not include any private information of a third party such as name, address, phone number, or email address;
- Entrant must have permission from all recognizable individuals included in the Submission (if any) to use their names and likenesses. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- The Submission must not include the image of a child who is or who appears to be under the age of 12 drinking a Coca-Cola product or any beverage;
- If a Submission includes the image of a child who is or who appears to be under the age of 12, the Submission must also include an image of his/her parent/legal guardian;
- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not feature brand names or trademarks other than those owned by Sponsor or those logos licensed to Sponsor and NASCAR, or the images of any member of the Coca-Cola Racing Family, all of which entrant has a limited license to use to create and share a Submission in this Sweepstakes;
- The Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Sweepstakes;
- The Submission must be entrant's own work;
- The Submission must not contain material that Sponsor deems to be inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that Sponsor deems to promote bigotry, racism, hatred or harm against any group or individual or to promote discrimination

based on race, gender, religion, nationality, disability, sexual orientation, or age; and

- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Submission is created.

Sharing a Submission with the hashtags constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submission in whole or in part, on a worldwide basis, in any form, media or on any technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees, to make use of the non-exclusive rights entrant is granting to use the Submission. Sponsor is not responsible for lost, late, incomplete, invalid, un-intelligible or misdirected Submissions, which are disqualified.

b) **Mail-In Free Method of Entry:** To enter without making a purchase (if one is required for the Challenge) or without creating a Submission on Twitter, mail a 3"x5" piece of paper with your name, home mailing address, email address, day/evening phone numbers, and date of birth in an envelope with proper postage to "#ChaseHappiness Challenge Sweepstakes – Free Entry," P.O. Box 5992, Dept. 821884, Kalamazoo, MI 49003-5992. **All entries must be postmarked by 11/30/15 and received by 12/7/15 or they will be disqualified.** You will receive one entry into the Sweepstakes drawing. **Limit: 1 entry per envelope and up to 25 entries total per person, regardless of method or combination of methods of entry.** All entries must be hand printed and become the exclusive property of the Sponsor. None will be acknowledged or returned. Proof of sending will not be deemed to be proof of receipt by the Sponsor. The Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will not be honored.

**Limit:** 25 Sweepstakes entries per person during the Promotion Period, regardless of method or combination of methods of entry. Multiple entrants are not permitted to share the same email address or Twitter account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, Twitter 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 email address or Twitter account used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned (i) an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address or (ii) a Twitter account as provided by Twitter. Potential winner may be required to show proof of being the authorized account holder.

6. **Drawing:** Administrator is an independent judging organization whose decisions as to the selection of the potential winner are final and binding. On or about December 10, 2015, Administrator will select one potential Grand Prize winner from among all eligible entries received during the Promotion Period. The odds of winning the prize depend on the number of eligible entries received during the Promotion Period. Sponsor reserves the right to disqualify the 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 Winner:** Potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. If the potential winner entered via mail, he or she will be contacted via email. If the potential winner entered

through Twitter, he/she will be notified by a 2 step process. First, Sponsor's agent will reply to potential winner's entry Tweet requesting that the potential winner "follow" the specified handle on Twitter within 2 days of when the request was made. Then, Sponsor's agent will send a direct message from the specified handle to the potential winner's Twitter account used to enter the Sweepstakes with instructions on how to claim his/her prize. If the potential prize winner fails to provide any requested information, he/she may be disqualified and forfeit the prize. The potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will also 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 (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. In the event that the potential prize winner cannot be contacted, fails to provide the requested information, fails to return the Declaration, 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, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.

#### **8. Prize:**

1 GRAND PRIZE: A trip for 2 to attend the 2016 Coca-Cola 600 at Charlotte Motor Speedway® in Concord, North Carolina (scheduled for Memorial Day Weekend 2016, but subject to change) (the "Race"). Prize package includes round trip, coach-class air transportation for 2 from a major airport in the United States near winner's residence (determined by Sponsor in its sole discretion); 3 nights' accommodations at Sponsor's choice of hotel (one room, double occupancy); round trip ground transportation between hotel and track on race days; 2 tickets to the Race (XFINTY and Sprint Cup events) (seat locations to be determined by Sponsor in its sole discretion); pre-race pit tour (Sunday); tickets for 2 to the Coca-Cola Race Day Show with driver appearances from members of The Coca-Cola Racing Family (Sunday); amenity bags with souvenirs; and travel agent services. Winner must use the prize components on the dates specified by Sponsor, surrounding the Race, or winner will forfeit the prize. Travel must be round trip. Sponsor will determine flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above are the responsibility solely of winner. Travel companion must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Sponsor will not replace any lost, mutilated, or stolen tickets, vouchers or certificates. If trip destination is less than 250 miles from the winner's residence, winner will receive \$200 in lieu of air transportation. Sponsor is not responsible if Race or any other scheduled event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Tickets may be subject to issuer's standard rain-check policies and procedures. All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner. If winner is 18 years old yet still a minor (as determined by his/her state of residence), winner's guest must be winner's parent/legal guardian. Winner's guest must be at least 18 years old and, if still a minor (as determined by his/her state of residence), winner must be minor's parent/legal guardian and must complete required paperwork on behalf of minor, as applicable. Restrictions, conditions and limitations may apply. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. Sponsor is not responsible if winner does not use ticket on day of Race or other event. Approximate Retail Value ("ARV"): \$6,750. The ARV of travel may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

All prize details determined by Sponsor in its sole discretion. No substitution, exchange or transfer of prize by winner. Sponsor reserves the right to substitute prize or any component for one of equal or greater value. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Total ARV: \$6,750.

9. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, Submission, likeness, prize information, city and state of residence for promotional, advertising or other purposes, worldwide, in any media now known or hereafter devised, including the Internet and social media, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.
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 (or entrant's parent/legal guardian if entrant is deemed a minor in his/her state of residence) agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, 360i, LLC, NASCAR, Charlotte Motor Speedway, Wunderman, a member of Young & Rubicam Group and WPP, Twitter, Inc., HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, air, hotel and ground transportation providers, 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, 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, use, or misuse of any prize, including related travel. 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 [bit.ly/1NxGmod](http://bit.ly/1NxGmod). 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>.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter, NASCAR, or Charlotte Motor Speedway. The entrants are providing information to Sponsor and Administrator and not to Twitter, NASCAR, or Charlotte Motor Speedway.