

## Waffle Week Sweepstakes Official Rules

### NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Waffle Week Sweepstakes (the "Sweepstakes") is open only to legal residents of the 50 United States (or D.C.) 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, WH Capital, L.L.C., Waffle House, Inc., 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., 3000 Town Center, Suite 2100, Southfield, MI 48075.
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"), September 4, 2016 and ends at 11:59 p.m. ET, September 10, 2016 (the "Promotion Period"), and consists of 7 entry periods (each an "Entry Period") as set forth in the table below.

Entry Period	Begins at 12:00 a.m. ET and ends at 11:59 p.m. ET on:
1	9/4/16
2	9/5/16
3	9/6/16
4	9/7/16
5	9/8/16
6	9/9/16
7	9/10/16

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

5. **How to Enter:** During the Promotion Period, find the daily challenge for the applicable Entry Period on Waffle House social media posts or below in these rules and create a response or a photo that responds to the applicable daily challenge (or alternatively, for any Entry Period, create a selfie showing your love for Coca-Cola® and/or Waffle House, no purchase or restaurant visit necessary) (herein, either of the above is your "Submission"). Then, Tweet your Submission on Twitter or share it on Instagram and include the hashtag **#WaffleWeekContest**.
  - 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](http://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.**

b. Instagram: Log into or create your Instagram account. Then create and post your Submission to your Instagram account. In order for your entry to be valid, your Instagram profile must be public and thus viewable by the Sponsor and its agents. If you do not have the Instagram App, you may download it through the application store on your mobile device. Your post must be consistent with Instagram's terms (<http://instagram.com/about/legal/terms/#>). **Posting a photo on Instagram requires a mobile device and message and data rates may apply.**

Once your Submission is approved, you will receive 1 entry into the Sweepstakes.

For reference, the planned daily challenges are listed below, but are subject to change, so check the Waffle House social media posts:

Entry Period 1, Sunday 9/4 – What is your favorite Waffle House memory?

Entry Period 2, Monday 9/5 – Picture of your favorite Waffle House Associate

Entry Period 3, Tuesday 9/6 – Picture of you enjoying a Waffle House waffle

Entry Period 4, Wednesday 9/7 – What is your favorite Waffle House meal?

Entry Period 5, Thursday 9/8 – What is the most number of times you have visited a Waffle House over the course of 7 days?

Entry Period 6, Friday 9/9 – Picture of you enjoying a Coke® or other beverage at Waffle House

Entry Period 7, Saturday 9/10 – What is your favorite Waffle House song?

By posting your Submission and using the promotional hashtag, 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 any prize in this Sweepstakes and not all eligible entries will be included in a gallery, if any.

Guidelines:

- The Submission must be in a format acceptable to the applicable social media channel;
- The Submission must contain a relevant response or photo and the promotional hashtag;
- The Submission response or 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, with the exception of images on beverage cups. 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 appears to be under the age of 13 drinking a Coca-Cola product;
- If a Submission includes the image of a child who is or appears to be under the age of 13, 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 Waffle House, which entrant has a limited license to use to create and share a Submission in this Sweepstakes;
- The Submission must not disparage Sponsor, Waffle House, 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 using the promotional hashtag constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, transferable, assignable, 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, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission or any portion thereof. If your Submission is included in a gallery, if any, that is not an indication that you may be a potential prize winner, nor is it a guarantee that your Submission is eligible. To avoid violating social media platform spam guidelines, each Submission should be a unique photo.

Limit: 1 Sweepstakes entry per person per Entry Period during the Promotion Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address or 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, Twitter or Instagram 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 online entry, the authorized account holder of the email address or Twitter or Instagram 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 or Instagram account as provided by Twitter or Instagram (depending on method of entry). Each potential winner may be required to show proof of being the authorized account holder.

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 September 13, 2016, Administrator will select the potential winners (1 per Entry Period) in a random drawing of all eligible entries received during the applicable Entry Period. Non-winning entries will not carry over into subsequent drawings. The odds of winning a prize depend on the number of eligible entries received during the applicable Entry 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). Prizes will be fulfilled within 10 – 12 weeks after the end of the Sweepstakes.

- 7. Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. If a potential winner entered through Instagram, he/she will be notified through Instagram via a comment on the Submission and/or a direct message from @WaffleHouseOfficial with instructions on how to claim his/her prize. If a potential winner entered through Twitter, he/she will be notified by a 2 step process. First, Administrator will reply to the potential winner's entry Tweet requesting that the potential winner "follow" @WaffleHouse within 2 days of when the request was made. Then, Administrator will send a direct message from @WaffleHouse to the potential winner's Twitter account used to enter the Sweepstakes with instructions on how to claim his/her prize. If any potential prize winner fails to take the required steps to provide any requested information, he/she may be disqualified and forfeit the applicable prize. In the event that any potential Grand Prize winner cannot be contacted, fails to provide the requested information, 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 applicable Grand Prize will not be awarded.
- 8. Prizes:**  
7 GRAND PRIZES (1 per Entry Period): A \$100 Waffle House merchandise gift certificate; a \$25 Coca-Cola digital gift code; and 10 Waffle House free waffle coupons each redeemable for one free waffle, terms and conditions of all prize components apply. The merchandise gift certificate can only be used at shopwafflehouse.com and cannot be used for food purchases in the restaurant. Approximate Retail Value: \$160.

No substitution, exchange or transfer of any prize by a winner. Sponsor reserves the right to substitute any prize component for one of equal or greater value. Each winner is responsible for all taxes and fees associated with prize receipt and/or use. Limit: 1 prize per person.
- 9. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, likeness, Submission, prize information, city and state of residence, video, voice, any comments, testimonials or other feedback related to prize or Sweepstakes experience, whether written or oral, 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 (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, WH Capital, L.L.C., Waffle House, Inc., Twitter, Inc., Instagram, LLC, 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, 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, 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 list of prize winners, visit <http://bit.ly/29VGZN3>. 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, Instagram or Twitter. The entrants are providing information to Sponsor and Administrator and not to Instagram or Twitter.