

**Coca-Cola and Regal Cinemas 2017 BET Sweepstakes
Official Rules**

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Coca-Cola and Regal Cinemas 2017 BET 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. If you are a minor in your state of residence, you must have the permission and consent of your parent/legal guardian to participate in this Sweepstakes, and your entry into this Sweepstakes constitutes acknowledgement and acceptance by you and your parent/legal guardian of all terms and conditions in these Official Rules. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Black Entertainment Television, LLC ("BET"), Regal Entertainment Group ("Regal"), HelloWorld, Inc., or their respective parent companies, subsidiaries, affiliates, or agents or those prize providers or 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"), May 12, 2017 and ends at 11:59 p.m. ET, May 30, 2017 (the "Promotion Period"). Sponsor's computer is the official time-keeping device for this Sweepstakes.
5. **How to Enter:** There are 2 ways to enter via social media. See daily limit below.

During the Promotion Period, Tweet a message or a photo on Twitter or post a photo, with an optional message, on Instagram responding to the question "Who would you like to share a Coke with at the BET Experience?" and include the hashtag #CokeRegalBETXContest (herein, your "Submission"). Post your Submission to one of the social media platforms listed below:

- a) **Twitter:** Log in to 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.***
- b) **Instagram:** Log in to 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.***

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.

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

Guidelines:

- The Submission must be in a format acceptable to the applicable social media channel;
- The Submission must contain the hashtag #CokeRegalBETXContest;
- 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 under the age of 13 drinking a Coca-Cola product;
- If a Submission includes the image of a child 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, BET, or Regal, which entrant has a limited license to use to create and upload 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 not contain any material not created by entrant;
- 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 under, in violation of or contrary to the laws or regulations in any jurisdiction where Submission is created.

Limit: 1 Sweepstakes entry per person per day 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 or Instagram account. Any attempt by any entrant to obtain more than 1 entry per day 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). 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 June 1, 2017 Administrator will select the potential winner in a random drawing of all eligible entries received during the Promotion Period. The odds of winning the Grand 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 Grand Prize winner entered through Instagram, he/she will be notified through Instagram via a comment on the Submission and/or a direct message from @HelloWorldinc. If the potential winner entered through Twitter, he/she will be notified by a 2-step process. First, Administrator will reply to the winner's entry Tweet requesting that the potential winner "follow" @HW_inc within 24 hours of when the request was made. Then, Administrator will send a direct message from @HW_inc to the potential winner's Twitter account used to enter the Sweepstakes with instructions on how to claim his/her prize. 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 24 hours 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 the potential prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that the potential winner cannot be contacted, fails to complete the Declaration, or provide any additional information in 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, if time permits, 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 Los Angeles, CA and the opportunity to attend the 4-day BET Experience, including the BET Awards Show (the "Show") on June 25, 2017. The entire trip is scheduled for June 22 – 26, 2017, but subject to change. Prize package consists of round trip, coach-class air transportation for 2 from a major airport near winner's home (determined by Sponsor in its sole discretion); 4 nights' accommodations at Sponsor's choice of hotel (single room, double occupancy); 2 tickets to the Show (seat locations to be determined by Sponsor in its sole discretion); 2 tickets to each of 3 nights' worth of concerts (all details determined by Sponsor in its sole discretion); ground transportation to and from the airport and hotel; \$500 to be used towards spending money; and travel agent services. Travel must take place on the dates specified by Sponsor and surrounding the Show or winner will forfeit the prize. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight or prize. 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. If trip destination is less than 250 miles from the winner's residence, winner will be provided \$200 in spending money for driving expenses in lieu of air transportation. Sponsor is not responsible if Show or any other scheduled event or activity 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 a minor (as determined by his/her state of residence), winner's guest must be winner's parent/legal guardian. If winner's guest is a minor (as determined by his/her state of residence), he or she must be at least 18 and winner must be minor's parent/legal guardian and must complete required paperwork on behalf of minor, as applicable. Travel companion must execute liability/publicity releases prior to issuance of prize documents. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. 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 any ticket on the day of the Show or other event. Approximate Retail Value ("ARV"): \$5,895. 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. No substitution, exchange or transfer of any prize by winner is permitted. If the winner doesn't want to take the trip, he/she will not receive a cash substitute. Prizes are not redeemable for cash. Sponsor reserves the right to substitute any prize (or element thereof) for one of equal or greater value. Gift cards and gift certificates, including but not limited to any that may be awarded by Sponsor in the event of a substitute prize, are subject to the terms and conditions specified thereon or otherwise specified by the issuer thereof. Prizes are subject to availability. Prizes are awarded "as is, where is," without warranty of any kind, express or implied, including without limitation any warranty of merchantability or suitability for a particular purpose. The winner is responsible for all taxes and fees associated with prize receipt and/or use. In the event the winner and/or his or her travel companion engages in behavior that, as determined by Sponsor in its sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip or other prize or experience early, in whole or in part, and send the winner and/or his or her travel companion home with no further compensation. Prize details not specified herein will be determined by Sponsor in Sponsor's sole discretion.

9. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, likeness, prize information, city, state of residence, Submission, video and voice and any comments, testimonials or other feedback related to any prize or the 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 agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, BET, Regal, Twitter, Inc., Instagram, LLC, HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and

agencies, and the respective officers, directors and employees of any of the foregoing (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 (or element thereof), 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; (f) any defect in a prize or inability to participate in the Sweepstakes or use a prize; or (g) injury, death 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, receipt, acceptance, delivery, possession, use or misuse of any prize (or element thereof). 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 attorneys' 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 in Sponsor's or the Administrator's respective sole discretion. 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.

Without limiting the generality of the foregoing, entrants agree that Released Parties: (A) have neither made nor will be in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, in connection with the Sweepstakes and/or with respect to the prizes, including, without limitation, to any prize's quality or fitness for a particular purpose; (B) maintain no control over the personnel, equipment or operation of any air, water or surface carrier, bus or limousine company, transportation company, hotel, manufacturer or other person or entity furnishing services, products or accommodations ("**Suppliers**") as a part of the prizes provided in connection with the Sweepstakes; and (C) will not be responsible or liable for any injury, damage, loss, expense, accident, delay, inconvenience or other irregularity that may be caused or contributed to: (1) by the wrongful, negligent or unauthorized act or omission on the part of the Suppliers or any of their agents, servants, employees or independent contractors, (2) by any defect in or failure of any vehicle, equipment, instrumentality, service or product that is owned, operated, furnished or otherwise used by any of those Suppliers, (3) by the wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of the Released Parties, or (4) by any cause, condition or event whatsoever beyond the control of the Released Parties. By entering the Sweepstakes, you hereby represent and warrant that you have read these Official Rules and are fully familiar with their contents.

- 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 the 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 or Administrator 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. **Privacy:** All personal information submitted by you as part of this Sweepstakes will be treated in accordance with Administrator's Privacy Policy available at <https://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy at <http://www.coca-cola.com/tcccprivacypolicy>. All information submitted by you as part of this Sweepstakes and received or accessed by Regal will be treated in accordance with Regal's Privacy Policy available at <http://www.regmovies.com/Privacy-Policy>. To "opt out" of the disclosure of any of your personal information by Regal, follow the link and instructions in any email correspondence from Regal, email Regal at privacy@regalcinemas.com, or write to Regal Entertainment Group, Attn: Regal Crown Club, 7132 Regal Lane, Knoxville, TN 37918, providing your name, address, and Regal Crown Club card number (if any) and indicating your request to opt-out.
14. **Winner List:** For a winner list, visit <http://bit.ly/2nVSfzQ>. The winner list will be posted after winner confirmation is complete.

This Promotion 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.