

# Coca-Cola and Regal Cinemas 2017 LEGOLAND® Sweepstakes

## Official Rules

### **NO PURCHASE REQUIRED TO ENTER OR WIN. VOID WHERE PROHIBITED**

1. **Eligibility:** The Coca-Cola and Regal Cinemas 2017 LEGOLAND® Sweepstakes (the “**Sweepstakes**”) is open only to legal residents of the 50 U.S. (or D.C.) who are 13 years of age or older at the time of entry. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Regal Entertainment Group (“**Regal**”), Merlin Entertainments Group U.S. Holdings Inc., HelloWorld, Inc., or their respective parent companies, subsidiaries, affiliates, or agents or 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 (or, if entrant is a minor in entrant’s state of residence, entrant’s parent or legal guardian) 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. If you are a minor in your state of residence, you must have the permission and consent of your parent or legal guardian to participate in this Sweepstakes.
4. **Promotion Period:** The Sweepstakes begins at 12:00 a.m. Eastern Time (“**ET**”), September 1, 2017 and ends at 11:59 p.m. ET, September 28, 2017 (the “**Promotion Period**”). Regal’s computer is the official time-keeping device for this Sweepstakes.
5. **How to Enter:** There are 3 ways to enter. See limit below:
  - a) Use your Regal Crown Club® (“**RCC**”) Card: You will need a Regal Crown Club membership to enter via this method; a RCC membership is free. During the Promotion Period, swipe your RCC card or provide your RCC card number when you purchase 1 Coca-Cola product, 1 popcorn and 1 candy, at any participating Regal theatre concession stand and you will automatically receive **1 entry into the Sweepstakes**. The “authorized account holder” of the RCC membership used at the time of product purchases will be deemed the entrant, subject to the eligibility restrictions herein. Entrant must purchase all 3 items (1 Coca-Cola product, 1 popcorn, and 1 candy) in order to receive a valid entry. Potential winner may be required to show proof of being the authorized account holder.
  - b) Mail-In Alternate Method of Entry: During the Promotion Period, to enter without making a purchase or using Regal Crown Club credits redeemed at the Regal Crown Club Reward Center, hand print your full name, street address, (no P.O. Boxes), day/evening/cellular phone number (if any), email address and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Coca-Cola and Regal Cinemas 2017 LEGOLAND Sweepstakes – Sweeps Entry," P.O. Box 5006, Department 831545, Kalamazoo, MI 49003-5006. You will receive **1 entry into the Sweepstakes**, subject to the eligibility restrictions herein. Limit: 1 entry per stamped envelope. All mail-in entries must be handwritten, postmarked by September 29, 2017 and received by October 6, 2017. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-

due entries, which will be disqualified. The person whose information is set forth on such piece of paper and submitted by mail in accordance with this Section 5(b) will be deemed the entrant.

- c) To Enter Via the Regal Crown Club Reward Center: Eligible Regal Crown Club members who are participating in the Regal Crown Club program may enter the Sweepstakes via the Regal Crown Club Reward Center. To enter, log in to [www.MyRegal.com](http://www.MyRegal.com) and click "Reward Center" during the Promotion Period. Then, click the "By Category" search button and select "Sweeps." Locate the Coca-Cola and Regal Cinemas 2017 LEGOLAND Sweepstakes item, click "View Details," review the applicable terms and conditions, and indicate your agreement to these Official Rules by checking the appropriate box. Finally, click "Enter the Sweepstakes." The authorized account holder of the Regal Crown Club card number used to log in will be deemed the entrant and will receive **1 entry into the Sweepstakes** in exchange for **100** Regal Crown Club credits redeemed at the Regal Crown Club Reward Center, subject to the eligibility restrictions herein. Potential winner may be required to show proof of being the authorized account holder.

Limit: 1 Sweepstakes entry 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 Regal Crown Club card number. Any attempt by any entrant to obtain more than one entry by using multiple/different email addresses, identities, 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.

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 October 9, 2017, Administrator will select the name of the potential winner in a random drawing of all eligible entries received during the Promotion Period. The potential winner will be notified by email, mail or phone. **It is entrant's responsibility to ensure that entrant's contact information submitted during registration or entry or contained in such entrant's Regal Crown Club account is current and accurate.** The odds of winning the prize depend on the number of eligible entries received during the Promotion Period.
7. **Requirements of Potential Winner**: Potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. The potential Grand Prize winner (or, if winner is a minor in his/her state of residence, winner's parent/legal guardian) 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 (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 winner cannot be contacted, or fails to provide a Declaration of Compliance, Liability & Publicity Release or provide any additional information in the required time frame, he/she may be disqualified and forfeit the prize. In the event that the potential winner cannot be contacted, 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. Grand Prize winner will be contacted about trip coordination within 2 – 3 weeks after winner is confirmed.

**8. Prize:**

**1 GRAND PRIZE:** A LEGOLAND® “choose your resort” trip. Prize includes a trip for winner and 3 guests to winner’s choice of LEGOLAND® California Resort or LEGOLAND® Florida Resort. Prize package includes round trip, coach-class air transportation for 4 from a major airport near winner’s home (determined by Sponsor in its sole discretion); 3 nights' accommodations at Sponsor's choice of LEGOLAND® hotel (single room, quad occupancy in a fully themed LEGO room); a \$250 voucher to cover ground transportation; a 1 day VIP Resort package experience for winner and guests (VIP experience includes 4 tickets valid for LEGOLAND® Park and LEGOLAND® Water Park, a tour guide, lunch, cabana, and a Sponsor determined gift); 2 day Resort tickets for 4 to LEGOLAND® Park and LEGOLAND® Water Park (to be used after VIP day, no VIP benefits included); a \$300 LEGOLAND® gift card to be used towards food or merchandise at LEGOLAND® (gift card terms and conditions apply); and travel agent services. **Winner must complete the trip within 1 year from the drawing date or prize will be forfeited. Winner must book trip at least 21 days prior to departure. Travel subject to availability and blackout dates.** Winner and guests must travel on same itinerary. 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. 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 any scheduled event or activity is delayed, postponed or cancelled for any reason and winner will not be reimbursed. 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), one of winner's guests must be winner's parent/legal guardian. If winner's guest is a minor (as determined by his/her state of residence), winner must be such minor's parent/legal guardian and must complete required paperwork on behalf of minor, as applicable. Each 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 park tickets/vouchers (including the VIP Resort package) and winner will not be reimbursed. Approximate Retail Value (“ARV”): \$6,432. 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. 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 applicable experience early, in whole or in part, and send the winner and/or his or her travel companion home with no further compensation.

No substitution, exchange or transfer of prize by winner is permitted. Prize (and any components thereof) are nonrefundable and not redeemable for cash, and no cash alternative is available. Prize is subject to availability, and Sponsor reserves the right to substitute prize (or any component thereof) for one of equal or greater value. Prize 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. 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. The winner is responsible for all taxes and fees associated with prize receipt and/or use. 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 (or, if entrant is a minor in entrant's state of residence, entrant's parent's or legal guardian's) consent for Sponsor and its designees to use entrant's name, likeness, prize information, city and state of residence, video, and voice and any comments, testimonials or other feedback related to any 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, entrant (or, if entrant is a minor in entrant's state of residence, entrant's parent or legal guardian) agrees to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Regal, Merlin Entertainments Group U.S. Holdings Inc., HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and their respective officers, directors and employees (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; (f) any defect in a prize or inability to participate in the Sweepstakes or use a prize; or (g) injury, death, illness 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 any prize. Entrant (or, if entrant is a minor in entrant's state of residence, entrant's parent or legal guardian) 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 (or, if entrant is a minor in entrant's state of residence, entrant's parent or legal guardian) 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 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, entrant (or, if entrant is a minor in entrant's state of residence, entrant's parent or legal guardian) agrees 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, and (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 (or, if entrant is a minor in entrant’s state of residence, entrant’s parent or legal guardian) 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 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 e-mail correspondence from Regal, e-mail Regal at [privacy@regalcinemas.com](mailto: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. Information collected from entrants is also subject to Administrator’s Privacy Policy at <http://www.helloworld.com/privacy-policy> and Sponsor’s Privacy Policy at <http://www.coca-cola.com/tcccprivacypolicy>.
- 14. Winner List:** For a winner list, visit <http://bit.ly/2qnQhVn>. The winner list will be posted after winner confirmation is complete.