

COCA-COLA ZERO SUGAR SWEEPSTAKES AT CINEMARK

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The COCA-COLA ZERO SUGAR SWEEPSTAKES AT CINEMARK (the "Sweepstakes") is open only to legal residents of the 50 United States (or the District of Columbia) who are 13 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.** Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Cinemark USA, Inc. ("Cinemark Theatres"), Walt Disney Studios Motion Pictures, Lucasfilm Ltd., Sassafras Marketing, 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 (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.
4. **Promotion Period:** The Sweepstakes begins at 12:00 a.m. Eastern Time ("ET"), October 31, 2017 and ends at 11:59 p.m. ET, January 1, 2018 (the "Promotion Period"). Cinemark Theatres' computer is the official time-keeping device for this Sweepstakes.
5. **How to Enter:** There are 2 ways to enter:
 - a) **Cinemark Theatres App and Coca-Cola Zero Sugar Purchase:** To enter the Sweepstakes with your smart phone during the Promotion Period, download the Cinemark Theatres mobile app (the "App") for your Apple or Android device and follow the directions to join the Cinemark Theatres Connections Loyalty Program ("Loyalty Program") via www.cinemark.com/connections and obtain your connections ID ("Connections ID"). Then visit a participating Cinemark Theatre during the Promotion Period and purchase any size Coca-Cola fountain beverage and scan your Connections ID at checkout. This will unlock the reward to access the Sweepstakes in your Connections ID carousel. To enter the Sweepstakes, click the entry button. By doing so, you will Opt In to the Sweepstakes and receive one entry. All additional Coca-Cola fountain beverage purchases using the App during the Promotion Period will award you additional entries in the Sweepstakes through the same process, up to the maximum entries allowed. If you enter the Sweepstakes via the App, your wireless service provider's **message and data rates may apply**. Entrants should consult their wireless service provider's pricing plan for details. You agree to incur any and all charges demanded by your wireless carrier. The App is only available through Apple and Android devices. Entrants should check their Device's features to see if they have that capability and check the Device manual for specific use instructions. **Consent is not required to buy goods and services. Your participation in the Sweepstakes is subject to the Sponsor's Privacy Policy, which can be viewed by visiting <http://www.coca-cola.com/tcccprivacypolicy>.**

- b) **Mail-In Free Method:** During the Promotion Period, to enter the Sweepstakes without downloading the App or making a purchase, 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 ZERO SUGAR SWEEPSTAKES AT CINEMARK – Sweeps Entry," P.O. Box 5046, Department 832733, Kalamazoo MI 49003-5046. You will receive 10 entries into the Sweepstakes. Limit: 10 entries per stamped envelope. All mailed-in entries must be handwritten, postmarked by January 2, 2018 and received by January 9, 2018. 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.

Limit: 10 Sweepstakes entries 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 Loyalty Program account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, smart phones, apps, 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 Loyalty Program account used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned 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 used to register for the Loyalty Program. 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 January 12, 2018, Administrator will select the name of 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. 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 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 (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential winner fails to provide a Declaration of Compliance, Liability & Publicity Release within 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, if time permits, 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. Winner will be contacted within 6 – 8 weeks after the end of the Sweepstakes with details regarding prize fulfillment.
8. **Prize: 1 GRAND PRIZE:** An authentic, life-sized character from the Star Wars movie, all details determined by Sponsor, in its sole discretion. Approximate dimensions and weight: 3 feet x 2.5 feet x 6.75 feet. Gross weight of package 213 pounds. Net weight of character 104 pounds. Approximate Retail Value ("ARV"): \$4,250.

No substitution, exchange, or transfer of prize by winner. Sponsor reserves the right to substitute the prize or any prize component for one of equal or greater value. Winner is responsible for all taxes and fees associated with prize receipt and/or use.

- 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, 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 agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Cinemark Theatres., Walt Disney Studios Motion Pictures, Lucasfilm Ltd., Sassafras Marketing, Inc., HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents, and agencies, and the officers, directors, members, 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; (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, or (g) collection, processing, use, or disclosure of entrant information or any unauthorized access or acquisition of such data. 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/2uvy4fr>. The winner list will be posted after winner confirmation is complete.

Walt Disney Studios Motion Pictures, Lucasfilm Ltd., and each of their respective parent, affiliates, and subsidiaries are not responsible for the promotion, administration, or execution of this Sweepstakes.

