

Coca-Cola Freestyle & AMC Theatres Rewards Program

TERMS AND CONDITIONS

1. Eligibility: The Coca-Cola Freestyle & AMC Theatres Rewards Program (the "Offer") is open to legal residents of the 50 U.S. (or D.C.), who are 13 years old or older. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, AMC Theatres, Inc., American Multi-Cinema, Inc., HelloWorld, Inc., and their respective parent companies, subsidiaries, affiliates, agents and those respective prize providers and agencies that are involved in the development or execution of this Offer 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 Offer 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. Timing: The Offer begins on April 16, 2018 at 12:00 p.m. Eastern Time ("ET") and ends on May 31, 2018 at 11:59 p.m. ET (the "Offer Period"). Sponsor's computer is the official time-keeping device for the Offer.

4. How to Receive: During the Offer Period, download the Coca-Cola Freestyle App (if you don't already have it) to your phone, or other web-enabled device ("Device"), from Google Play, or the App Store; and create or sign in to your Coca-Cola account. Then purchase a beverage at a participating AMC Theatre and use the Coca-Cola Freestyle App to scan the barcode on the machine to complete an eligible pour ("Eligible Pour"). Only 1 user permitted per Device. Limit: 1 Eligible Pour per day on publicly-accessible, app-enabled machines at participating AMC Theatres; tap water is not eligible. Once you complete 2 Eligible Pours, you will receive an AMC Theatres Promo Ticket (the "Reward") via email. To receive your ticket, your Coca-Cola account must include a valid, active email address. See Offer [FAQs](#) to update your email address. Terms and conditions of Reward apply. Limit: 1 Reward per person through this Offer.

5. Release: By receipt of any Reward, participant agrees to release and hold harmless Sponsor, Coca-Cola bottlers, AMC Theatres, Inc., American Multi-Cinema, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and offer suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Offer or receipt or use or misuse of any Reward.

6. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Offer, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Offer, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the operation of the Offer or to be acting in violation of these Terms and Conditions or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Offer may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision.

7. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by participants, printing errors or by any of the equipment or programming associated with or utilized in the Offer; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the registration process or the Offer; (4) technical or human error which may occur in the administration of the

Offer or the processing of registrations; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participation in the Offer or receipt or use or misuse of Reward.