

## Big Easy Getaway Instant Win Official Rules

### **NO PURCHASE REQUIRED TO PLAY OR WIN. A PURCHASE WILL NOT IMPROVE CHANCES OF WINNING.**

**1. Eligibility:** The Big Easy Getaway Instant Win (the "Instant Win Game") 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. Employees and non-employee workers of The Coca-Cola Company ("Sponsor"), Popeyes Louisiana Kitchen, Inc. ("Sponsor"), HelloWorld, Inc., ("Administrator"), Coca-Cola bottlers, and their respective parent companies, subsidiaries, affiliates, franchisees, and each of their respective employees, shareholders, officers, directors, members, successors, assigns and agents and those prize providers and agencies that are involved in the development or execution of this Instant Win Game or any of its materials, and the immediate or extended family (including spouse, parents, grandparents, siblings, children, aunts/uncles, and cousins) and household members of each such person are not eligible. The Instant Win Game is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

**2. Sponsors:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313 and Popeyes Louisiana Kitchen, Inc., 5707 Blue Lagoon Drive, Miami, FL 33126.

**Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Agreement to Official Rules:** By participating in the Instant Win Game, participant (each a "Participant") fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsors and Administrator, which are final and binding in all matters related to the Instant Win Game.

**4. Promotion Period:** The Instant Win Game begins April 28, 2019 at 12:00 a.m. Eastern Time ("ET"), and ends May 26, 2019 at 11:59 p.m. ET or when all game pieces are depleted, whichever comes first, (the "Promotion Period"). The computer of Sponsor and its participating restaurants are the official time-keeping devices for this Instant Win Game.

**5. How to Play:** You will need a peel-off game piece ("Game Piece") to participate. Once you have a Game Piece, peel off the Game Piece to see if you are a potential instant winner (a "Play"). If you are a potential winner, your Game Piece will include instructions on how to redeem your prize. There are two (2) ways to obtain a Game Piece, while supplies last:

**a) With Purchase of a 32 fl.oz. Coca-Cola® beverage in a specially-marked cup ("Promotion Cup") at a participating Popeyes® restaurant:** During the Promotion Period, purchase a 32 fl. oz. Coca-Cola® fountain beverage at a participating Popeyes® restaurant and you will receive a Promotion Cup with a Game Piece, while supplies last or until May 26, 2019 at 11:59 p.m. ET, whichever comes first. Limit three Plays per day, regardless of number of purchases.

**b) Free Method of Entry:** During the Promotion Period, to obtain one (1) Game Piece without visiting a Popeyes® restaurant and making a purchase, hand print your name, street address, email address, and date of birth on a 3" x 5" piece of paper **along with a self-addressed stamped envelope** (legal residents of Vermont do not need to include a self-addressed stamped envelope) and mail it in an envelope with proper postage to "The Big Easy Getaway Instant Win - Free Game Piece," c/o HelloWorld, Inc., P.O. Box 5021, Department 839563, Kalamazoo, MI 49003-5021. Sponsors/Administrator will fulfill requests while supplies of Game Pieces last. Mail-in requests must be postmarked by May 28, 2019 and received by June 4, 2019 and before supplies of Game Pieces are depleted, otherwise they will not be honored. Limit: One (1) request per envelope, limit three requests per person per day. All requests become the exclusive property of

Sponsors and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsors. Sponsors are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due requests, which will be disqualified.

Limit: Three (3) Plays per person per day during the Promotion Period, regardless of method or combination of methods of play. Any attempt by any participant to obtain more than the stated number of Game Pieces by using multiple addresses, identities, or any other methods will void that participant's Game Pieces and that participant may be disqualified.

**6. ALL POTENTIAL WINNING GAME PIECES ARE SUBJECT TO VERIFICATION BY ADMINISTRATOR AND PARTICIPATING POPEYE'S RESTAURANTS (COUPON PRIZES ONLY), WHOSE DECISIONS ARE FINAL. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE GAME PIECE DISPLAYS A WINNING MESSAGE UNLESS AND UNTIL PARTICIPANT'S ELIGIBILITY AND THE POTENTIAL WINNING GAME PIECE HAVE BEEN VERIFIED AND PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT ANY EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.**

**7. Instant Win Verification of Potential Winners, and Prize Claim Instructions:** Potential winners must comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. All Game Pieces are subject to verification by Administrator, or in the case of Coupon Prizes only, by a participating Popeyes® restaurant employee before Coupon Prize is redeemed. Sponsors' and Administrator's decisions as to the administration and operation of the Instant Win Game and the verification of potential winners are final and binding in all matters related to the Instant Win Game.

How to Claim the Grand Prize: Grand Prize must be redeemed by mailing the original Game Piece **via trackable mail** along with potential winner's name, email address, address (no P.O. Boxes), city, state, zip code, phone number and date of birth, hand-printed or typed on at least a 3" x 5" piece of paper, to: "Big Easy Getaway Instant Win – Prize Claim #245915," c/o HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. **Do not give the potentially winning Grand Prize Game Piece to any restaurant employee. Popeyes® restaurant owners, operators and staff ARE NOT authorized to verify, fulfill or submit a claim for this prize.** Please retain a copy of the Game Piece, your correspondence and delivery tracking information. Sponsors reserve the right in their sole discretion to reject any potentially winning Game Piece if the Prize Message is not presented in its entirety. Facsimilies, photocopies and mechanically reproduced Game Pieces are **not** eligible. Incomplete, late, lost, misdirected or undeliverable requests for redemption are invalid. **Grand Prize claim must be postmarked by June 25, 2019 and received by July 2, 2019.** All materials submitted become property of Sponsors and will not be returned. Once the Grand Prize Game Piece is received by Administrator, 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 a Declaration of Compliance, Liability and Publicity Release ("Declaration"), (except where prohibited) which must be received within 5 business days of the date notice or attempted notice is sent, in order to claim his/her prize. If the potential winner does not claim his/her prize according to the instructions on the Game Piece and in these Official Rules, cannot be contacted, or fails to sign and return the Declaration and/or other required forms, if any, within the required time period, or if any prize-related communication or the prize is returned as undeliverable, he/she forfeits the prize.

How To Claim a Coupon Prize. If you have a Coupon Prize Game Piece, you may claim your prize at any participating Popeyes® restaurant. Crew member will verify and redeem a Coupon Prize upon presentation of valid Game Piece at the restaurant. Only one Coupon Prize may be redeemed per person per visit. Prize not redeemable for cash. Coupon Prize cannot be combined

or used in conjunction with any other discount, coupon, combo or offer. Not valid on delivery orders. **All Coupon Prizes must be redeemed in restaurant by July 7, 2019.** Unclaimed Coupon Prizes will not be awarded.

## 8. Prizes:

1 GRAND PRIZE: A trip package for winner and 1 guest to New Orleans, LA. Trip consists of round trip, first-class air transportation for 2 from a major airport near winner's home (determined by Sponsors in their sole discretion); 4 nights' accommodations at Sponsors' choice of hotel (single room, double occupancy); round-trip ground transportation between airport and hotel; \$500 Visa® Prepaid Card; and travel agent services.

Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Use your Visa Prepaid card anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories.

Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited in its entirety. Trip must be booked at least twenty-one (21) days prior to departure. Travel restrictions, conditions and limitations may apply. Travel and accommodations are subject to availability and blackout dates; winner may not be able to travel at or around Mardi Gras and New Orleans Jazz & Heritage Festival. Winner and guest must travel together and on same itinerary. Travel must be round trip. Sponsors 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 Sponsors' 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. 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), winner must be that minor's parent/legal guardian and must complete required paperwork on behalf of that 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. Prize is not transferable. Approximate Retail Value ("ARV"): \$8,300.00. The ARV of travel may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and ARV. Approximate odds of winning this prize are 1:3,400,000.

25,000 BOGO COMBO COUPON PRIZES: A coupon for a **free combo meal with the purchase of a combo meal redeemable at a participating Popeyes® restaurant.** ARV: \$8.29. Approximate odds of receiving this Coupon: 1:136. See Section 7 for coupon terms and conditions.

75,000 FREE LARGE SIDE COUPON PRIZES: A coupon for a **free large side with purchase of a family meal redeemable at a participating Popeyes® restaurant.** ARV: \$4.45. Approximate odds of receiving this Coupon: 3:136. See Section 7 for coupon terms and conditions.

150,000 FREE APPLE PIE COUPON PRIZES: A coupon for a **free apple pie with purchase of any combo redeemable at a participating Popeyes® restaurant.** ARV: \$1.26. Approximate odds of receiving this Coupon: 3:68. See Section 7 for coupon terms and conditions.

200,000 FREE SMALL SIDE COUPON PRIZES: A coupon for a **free small side redeemable at a participating Popeyes® restaurant**. ARV: \$2.19. Coupon is non-transferable. Approximate odds of receiving this Coupon: 1:17. See Section 7 for coupon terms and conditions.

399,999 FREE SMALL FOUNTAIN BEVERAGE COUPON PRIZES: A coupon for a **free small fountain drink redeemable at a participating Popeyes® restaurant**. ARV: \$1.95. Coupon is non-transferable. Approximate odds of receiving this Coupon: 399,999:3,400,000. See Section 7 for coupon terms and conditions.

For All Prizes and Coupons: No substitution or exchange of prize by any winner. Sponsors reserve the right to substitute any prize for one of equal or greater value. Each prize winner is responsible for all taxes and fees associated with prize receipt and/or use. Total ARV of all non-coupon prizes: \$8,300.00.

**9. Publicity:** Except where prohibited, participation in the Instant Win Game constitutes Participant's consent for Sponsors and its designees to use Participant's name, likeness, prize information, city and state of residence, video, voice, any comments, testimonials or other feedback related to prize or Instant Win Game 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 Instant Win Game is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Sponsors may, in its sole discretion, either: (a) suspend the Instant Win Game to address the impairment and then resume the Instant Win Game in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Instant Win Game and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Sponsors reserve the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Instant Win Game 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 Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsors reserve the right to seek damages from any such person to the fullest extent permitted by law. The Sponsors' (or any Released Party's) failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Game Pieces are automatically void if counterfeited, mutilated, forged, altered or tampered with in any way; if illegible; if mechanically reproduced; if obtained outside authorized legitimate channels; if they contain printing, production, typographical, mechanical or other errors; or if they are rendered inoperable due to any type of malfunction, whether technological or otherwise. Any Game Piece submitted for the Grand Prize claim becomes the property of Sponsors and will not be returned. Decisions of the Administrator, Sponsors and/or participating Popeyes® restaurant employee (if applicable) are final, binding and conclusive in all matters. **ANY PERSON ATTEMPTING TO FORGE INSTANT WIN GAME MATERIALS OR TO DEFRAUD SPONSORS IN ANY WAY IN CONNECTION WITH THIS PROMOTION MAY BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW.** Participant assumes all risk of loss or damage to or destruction of Game Pieces.

**11. Release and Limitations of Liability:** Except where prohibited, by participating in the Instant Win Game, each Participant (or parent/legal guardian if Participant is a minor in his/her state of residence) agrees to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Popeyes Louisiana Kitchen, Inc., HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, franchisees, related entities, promotional partners, prize partners, and each of their respective agents and agencies, and the officers, directors, members, shareholders, successors, assigns and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Instant Win Game or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Instant Win Game; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Instant Win Game or the processing of Prize claims;

(e) late, lost, misdirected or undeliverable mail; or (f) injury or damage to persons or property which may be caused including, but not limited to, death, directly or indirectly, in whole or in part, from Participant's participation in the Instant Win Game or receipt or use of any prize, including related travel. Participant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Instant Win Game and in no event shall the Released Parties be liable for attorney's and/or legal fees. Participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If, for any reason, a Participant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Participant's sole remedy is another Instant Win Game piece, if it is possible. 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, Sponsors reserve the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**12. Disputes:** Participant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Instant Win Game 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 participating in any Instant Win Game, 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 Participant and Sponsors in connection with the Instant Win Game, 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 the Grand Prize winner, if confirmed, visit <http://bit.ly/2RqXQZa>. The winner list will be posted after winner confirmation is complete.

**14. Participant's Personal Information:** Information collected from Participants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsors' Privacy Policies, <https://us.coca-cola.com/privacy-policy/> and <https://company.popeyes.com/privacy-policy>.

