

Coca-Cola 600 Family Pit Stop

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

- 1. Eligibility:** Coca-Cola 600 Family Pit Stop (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. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Charlotte Motor Speedway, Inc., Speedway Motorsports, Inc., 360i, LLC, ePrize, 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: ePrize, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.
- 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 occurs on May 26, 2013 during the Coca-Cola 600 and ends upon the conclusion of the race, regardless of delays (the "Promotion Period"). There will be 8 entry periods, each of which will begin and end at times specified by the Sponsor in its sole discretion, based on the pit stops made by the Coca-Cola Racing Family (each an "Entry Period"). Administrator's computer is the official time-keeping device for this Sweepstakes.
- 5. How to Enter:** During the Promotion Period, visit Twitter (www.twitter.com) and follow the links and instructions to log in to your Twitter account ("Account"). If you do not have an Account, visit www.twitter.com to create one. Accounts are free. Twitter's Terms of Service apply (<http://twitter.com/tos>). Once logged into your Account, follow the links and instructions to become a follower of @CocaColaRacing. Then, Tweet with Twitter and include #CokePitStop. You automatically will receive 1 entry into the Sweepstakes drawing for the applicable Entry Period and 1 entry into the Sweepstakes drawing for the Grand Prize.

If you post updates to or receive updates from twitter.com via your wireless phone, message and data rates apply. Please consult your wireless-service provider regarding its message and data pricing plans.

Limit: 1 Sweepstakes entry per person per Entry Period, and up to 8 Sweepstakes entries per person into the drawing for the Grand Prize. Multiple

participants are not permitted to share the same email address or Account. Any attempt by any participant to obtain more than the stated number of entries per day by using multiple/different email addresses, Accounts, identities, registrations or logins, or any other methods will void that participant's entries and that participant 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 Account, the authorized account holder of the email address used to register at twitter.com 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. Each potential winner may be required to show proof of being an authorized account holder.

- 6. Drawings:** Administrator is an independent judging organization whose decisions as to the selection of the potential winners are final and binding. At the end of each Entry Period, Administrator will select the name of the potential First Prize winner from all eligible entries received during the applicable Entry Period. Non-winning entries will not carry over into the drawings for subsequent Entry Periods. At the end of the Promotion Period, Administrator will select the name of the potential Grand Prize winner from all eligible entries received during the Promotion Period. Each potential winner will be notified by direct message to the Account used to enter the Sweepstakes. The odds of winning the Grand Prize depend on the number of eligible entries received during the Promotion Period and the odds of winning a First Prize depend on the number of eligible entries received during the applicable Entry Period.
- 7. Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. Each potential winner will receive a direct message on May 26, 2013, from @CocaColaRacing to the Account used to enter the Sweepstakes. In order to receive the message, your "Tweet Privacy" Account setting must be "unchecked." Each potential winner will be required to visit URL located in the direct message and complete the online fulfillment form within 48 hours of the date the direct message was posted, or forfeit the prize. The potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will also 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 Grand Prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a 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 applicable prize will not be awarded. Prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Sweepstakes.
- 8. Prizes:**

1 GRAND PRIZE: A trip for winner and 3 guests to attend the 2014 Coca-Cola 600 on 5/25/14 at Charlotte Motor Speedway® in Concord, North Carolina (the "Race"). Prize package consists of round trip, coach-class air transportation for 4 from a major airport near winner's home (determined by Sponsor in its sole discretion); 2 nights' accommodations at Sponsor's choice of hotel (standard room, quad occupancy); 4 tickets to the Race (seat locations to be determined by Sponsor in its sole discretion); 4 garage passes; 4 pit passes; a \$250 gift card for rental car allowance; and travel agent services. Travel must occur on the dates specified by Sponsor, surround the Race, or winner will forfeit the prize. All travelers must travel on same itinerary. Winner must book trip at least 21 days prior to departure. Travel subject to availability and blackout dates. 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 Race or any other scheduled event 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), winner must be minor's parent/legal guardian and must complete required paperwork on behalf of minor, as applicable. Travel companions must execute liability/publicity releases prior to issuance of prize documents. [If international travel - Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel.] 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 ticket on day of event. Approximate Retail Value ("ARV"): \$5,000. 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. Terms and conditions of passes, tickets and all prizes apply.

1 ENTRY PERIOD 1 FIRST PRIZE: A Coca-Cola Racing Family prize pack, including a tote; a koozie; a t-shirt; and a \$20 Hess gift card that may be used to purchase gas. Size, color, style, and all details of prize package contents determined by Sponsor in its sole discretion. ARV: \$60.

1 ENTRY PERIOD 2 FIRST PRIZE: An autographed Coca-Cola Racing Family hat (signature placement and all other details determined by Sponsor in its sole discretion); and a \$25 AMEX Gift Card. ARV: \$60

1 ENTRY PERIOD 3 FIRST PRIZE: A Coca-Cola Racing Family prize pack, including a tote; a koozie; a t-shirt; and a \$40 Hess Gas Card. Size, color, style, and all details of prize package contents determined by Sponsor in its sole discretion. ARV: \$80.

1 ENTRY PERIOD 4 FIRST PRIZE: An autographed Coca-Cola Racing Family hat (signature placement and all other details determined by Sponsor in its sole discretion); a \$20 Hess Gas Card; and a \$25 AMEX Gift Card. ARV: \$80

1 ENTRY PERIOD 5 FIRST PRIZE: A Coca-Cola Racing Family prize pack, including a tote; a koozie; a t-shirt; and a \$60 Hess Gas Card. Size, color, style, and all details of prize package contents determined by Sponsor in its sole discretion. ARV: \$100.

1 ENTRY PERIOD 6 FIRST PRIZE: A Coca-Cola Racing Family prize pack, including a tote; a koozie; a t-shirt; and a \$150 AMEX Gift Card. Size, color, style, and all details of prize package contents determined by Sponsor in its sole discretion. ARV: \$190.

1 ENTRY PERIOD 7 FIRST PRIZE: 2 tickets to the Bank of America 500® on 10/12/13 at Charlotte Motor Speedway® in Concord, North Carolina. ARV: \$200.

1 ENTRY PERIOD 8 FIRST PRIZE: 4 tickets to the Bank of America 500® on 10/12/13 at Charlotte Motor Speedway® in Concord, North Carolina. ARV: \$400.

For all ticket prizes: Sponsor is not responsible if any scheduled event 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. 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 ticket on day of event.

Terms and conditions of tickets, passes, and gift cards apply. No substitution, exchange or transfer of prize by any winner. Sponsor reserves 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. Limit: 1 Grand Prize and 1 First Prize per person.

- 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 and state of residence 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, Twitter, Inc., Charlotte Motor Speedway, Inc., Speedway Motorsports, Inc., 360i, LLC, ePrize, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors 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; or (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. 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/107xg6c>. The winner list will be posted after winner confirmation is complete.