

Coca-Cola Zero™ Fall Football EA SPORTS NCAA® Football 13 Twitter Sweepstakes

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

- 1. Eligibility:** The Coca-Cola Zero™ Fall Football EA SPORTS NCAA Football 13 Twitter Sweepstakes (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. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, the National Collegiate Athletic Association ("NCAA"), Turner Broadcasting System, Inc., CBS Broadcasting, Inc., Electronic Arts Inc., Career Sports & Entertainment, Inc., ePrize, LLC, 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 Sweepstakes is sponsored by Coca-Cola North America, a division of The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313. **Administrator:** ePrize, LLC, 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 begins at 12:00 a.m. Eastern Time ("ET"), August 26, 2012 and ends at 11:59 p.m. ET, November 26, 2012 (the "Promotion Period"). For the purposes of this Sweepstakes, a week is defined as beginning on a Monday and ending on the following Sunday, except for the first week which will begin on August 26, 2012 and end on September 2, 2012 and the last week which will begin on November 19, 2012 and end on November 26, 2012 (each a "Week"). Twitter's computer is the official time-keeping device for this Sweepstakes.
- 5. How to Enter:** During the Promotion Period, sign into 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 follow @CokeZero on Twitter. @CokeZero will periodically Tweet with Twitter during the Promotion Period. Retweet the applicable Tweet with Twitter and include the hashtags #GameOn and #ad as well as <http://bit.ly/EANCAA> or answer applicable Tweets and include the hashtags #GameOn and #ad as well as <http://bit.ly/EANCAA>. You automatically will receive 1 entry into the drawing for the applicable Week, and non-winning

entries will carry over into the drawings for subsequent Weeks. Limit: 1 entry per day (for a Tweet or Retweet) during the Promotion Period.

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. Multiple entrants are not permitted to share the same Twitter account. Any attempt by an entrant to obtain more than the stated number of entries by using multiple/different Accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. 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. On or about the Monday following the end of a Week, Administrator will select the names of the potential winners in a random drawing of all eligible entries received during the applicable Week. Non-winning entries will carry over into the drawings for subsequent Weeks. The potential winners will be notified via Twitter Account, as described below. The odds of winning a prize depend on the number of eligible entries received during the applicable Week, including any entries that have carried over from previous Weeks.
- 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 message from @CokeZero 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 the specified URL within 5 days of the date the message was posted, to complete an online prize fulfillment form with the required information, including choice of Xbox 360 or PS3 version of video game, or forfeit the prize. In the event that a potential winner cannot be contacted, fails to respond in a timely manner, 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, 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: 1,443 GRAND PRIZES (111 PER WEEK):** A copy of EA SPORTS the National Collegiate Athletic Association ("NCAA") Football 13. Winner must choose Xbox 360 or PS3 version upon completed of the online prize fulfillment form, or version will be determined by Sponsor in its sole discretion. Approximate Retail Value ("ARV"): \$59.99. The ARV of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for

purposes of these Official Rules and the date the prize is awarded or redeemed.

Total ARV of All Prizes: \$86,565.57. 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 prize per person.

- 9. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent for Sponsor and its designees to use winner'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, the National Collegiate Athletic Association ("NCAA"), Turner Broadcasting System, Inc., CBS Broadcasting, Inc., Electronic Arts Inc., Career Sports & Entertainment, Inc., Twitter, Inc., ePrize, LLC, 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. NCAA is not a sponsor of this promotion. NCAA is a trademark of the National Collegiate Athletic Association and the NCAA Football logo is a registered trademark of the NCAA licensed to NCAA Football USA, Inc. Coke Zero is the Official Fan Refreshment of NCAA Football.

- 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/Nl4iyK>. The winner list will be posted after winner confirmation is complete.