

## **Big Gulp® / Sprite® Drink. Text. Win. Promotion Official Rules**

**NO PURCHASE REQUIRED TO ENTER OR WIN. TEXT MESSAGING IS NOT REQUIRED FOR ENTRY. EACH TEXT MESSAGE SENT OR RECEIVED MAY INCUR A CHARGE AS PROVIDED IN YOUR RATE PLAN. MESSAGE AND DATA RATES MAY APPLY. IF YOU ENTER VIA TEXT MESSAGING, YOU WILL RECEIVE UP TO 5 TEXT MESSAGES IN RESPONSE TO YOUR ENTRY. TEXT MESSAGING MAY NOT BE AVAILABLE THROUGH ALL WIRELESS CARRIERS.**

**1. Eligibility:** Big Gulp / Sprite Drink. Text. Win. Promotion (the "Promotion") 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, Live Nation Worldwide, Inc., 7-Eleven, 7-Eleven Franchisees and Licensees, Inc., ePrize, Inc., and their respective parent companies, subsidiaries, affiliates, agents, and those prize providers and agencies that are involved in the development or execution of this Promotion 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 Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law. The Promotion consists of an Instant Win game (the "Instant Win Game") and a Sweepstakes (the "Sweepstakes").

**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 Promotion, 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 Promotion.

**4. Promotion Period:** The Promotion begins at 7:00 a.m. Eastern Time ("ET"), August 26, 2013 and ends at 11:59 p.m. ET, November 4, 2013 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

**5. How to Enter:** There are 2 ways to enter:

- a. Purchase a Specially-Marked Big Gulp® at a 7-Eleven® Store and Enter via Text Message:** During the Promotion Period and while supplies last, visit a participating 7-Eleven® store and purchase any size Big Gulp® in a specially-marked cup. Each specially-marked Big Gulp® cup will contain a unique 12-digit code printed on the outside of the cup (the "Product Code"). During the Promotion Period, using a 2-way text-messaging-capable device (the "Device"), text the Product Code to the short code 777483. Then, input the requested information to confirm your date of birth. To enter the Sweepstakes and Instant Win, text "OK" when prompted, and then text your email address when prompted to complete entry into the Sweepstakes and Instant Win. For subsequent entries, text "OK" when prompted to complete entry into Sweepstakes and Instant Win. Each code entered grants entrant

one Sweepstakes Entry and one Instant Win entry, pending acknowledgment of participation by texting "OK", or by texting "OK" and then email address. You will then be instantly notified by text message if you are a potential winner of one of the Instant Win game prizes.

**If you wish to opt out, text STOP to 777483. Text HELP to 777483 if you would like more information.** Call (800) 603-2653 or send questions to questions@eprizefulfillment.com. By texting the product code to 777483, you agree to give Sponsor and Administrator permission to send you **5 text messages in response to your entry** related to the Big Gulp / Sprite Drink. Text. Win. Promotion. If you are a potential winner of an Instant Win Game prize, the return text message that you receive will contain detailed prize claim instructions. **Message and data rates may apply.** Check your owner's manual for specific text-messaging instructions. Text messaging may not be available through all wireless carriers. Supported carriers include AT&T™, T-Mobile, Verizon Wireless, U.S. Cellular, Sprint, Nextel, Boost Mobile, Alltel, Cincinnati Bell, Cricket, Metro PCS, and Virgin Mobile. **Your participation in the Promotion is subject to the Sponsor's Privacy Policy, which can be viewed by visiting <http://www.coca-cola.com/tcccprivacypolicy>.**

**b. Alternate Method of Entry ("AMOE"):** To enter the Promotion without visiting a 7-Eleven® store and purchasing a specially-marked Big Gulp® or without using a Device, follow the instructions below to request an AMOE code (the "AMOE Code").

**i. Mail-In AMOE Code Request (available from August 16, 2013 at 12:00 a.m. ET through October 25, 2013 at 11:59 p.m. ET):** To request an AMOE Code, mail a 3"x5" piece of paper with your name, home mailing address, email address, date of birth, day/evening/cell phone numbers in an envelope with proper postage to "Big Gulp / Sprite Drink. Text. Win. Promotion – AMOE Code Request, c/o ePrize, Inc., Dept. 800243, P.O. Box 5046, Kalamazoo, MI, 49003-5046. All requests must be postmarked by October 26, 2013 and received by November 4, 2013. Limit: 1 request per envelope. All requests must be hand printed and become the exclusive property of the Sponsor. None will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by the Sponsor. The Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due requests, which will not be honored.

**ii. Online AMOE Code Request (available from October 26, 2013 at 12:00 a.m. ET through November 4, 2013 at 11:59 p.m. ET):** To request an AMOE Code online, visit <https://cocacola.promo.eprize.com/biggulpspritedrinkpromotion/> and follow the links and instructions to complete and submit the AMOE Code request form, including a valid email address and you will receive an AMOE Code via automated email to participate in the Promotion. All requests must be received by 11:59 p.m. ET on November 4, 2013. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected requests, which will not be honored.

Limit: 5 Code requests per day. The Code will be emailed to the email address provided in your mail-in Free Code request (for Section 5(b)(i)) or the email address used to request a Code online (for Section 5(b)(ii)). If you obtain a Code or Codes through this method, each Code may only be used 1 time.

Once you have obtained an AMOE Code, visit <https://cocacola.promo.eprize.com/biggulpspritedrinkpromotion/> and follow the links and instructions to complete and submit the registration, including providing a valid email address and date of birth. If you are eligible, you will be prompted to enter your AMOE Code. By entering a valid AMOE Code, you will receive 1 Sweepstakes entry and automatically advance to the Instant Win Game page where you will receive 1 Instant Win Game play. You will be instantly notified if you are a potential winner of 1 of the Instant Win Game prizes. If you are a potential winner, follow the links and instructions to complete and submit the prize update page, including a valid home address. P.O. Boxes are not permitted.

Limit: 5 Sweepstakes entries and 5 Instant Win Game plays per person per day during the Promotion Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address or Device. Any attempt by any entrant to obtain more than the stated number of plays by using multiple/different email addresses, Devices, identities, registrations or logins, or any other methods will void that entrant's plays and that entrant may be disqualified. Any use of robotic, repetitive, automatic, programmed or similar play methods or agents (including, but not limited to, sweepstakes entry services) will void all plays by that entrant. In the event of a dispute as to any play, the authorized account holder of the email address or Device used to play 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. Otherwise, the "authorized account holder" of a Device is the natural person in whose name the Device has been issued and the services are billed. Potential winners may be required to show proof of being authorized account holders.

**Bonus Sweepstakes Entries:** During the Promotion Period, entrants have the opportunity to gain extra Sweepstakes entries beyond the limit specified above ("Bonus Sweepstakes Entries"). Entrants who enter a valid Product Code or AMOE Code on a Wednesday (between 12:00 a.m. ET and 11:59 p.m. ET, during the Promotion Period) will receive 1 Bonus Sweepstakes Entry. For every 5<sup>th</sup> Product Code or AMOE Code entered, entrant will receive 5 Bonus Sweepstakes Entries.

**6. ALL POTENTIAL INSTANT WIN GAME WINNERS AND SWEEPSTAKES WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE OR EVEN IF ENTRANT RECEIVES AN EMAIL MESSAGE SAYING HE OR SHE WON, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR POTENTIAL SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS**

**VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE INSTANT WIN GAME SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.**

**7. Promotion Prize Selection and Verification of Potential Winners:** Potential winners must comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. For the Instant Win Game: There will be 1,698 random, computer-generated winning times during the Promotion Period, with 1 winner being selected during each 60 minute period of the Promotion Period. If you are the first player to play the Promotion at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated. For the Sweepstakes: Administrator will randomly select the potential Sweepstakes winner on or around November 5, 2013 from all eligible entries received. The potential winner will be notified by email, mail, phone, or Device. For All Potential Winners: Any potential winner who entered via text messaging will be notified by phone and/or text message at the phone number of the Device used to enter the Promotion. Potential winners of any prize must visit the specified website by November 18, 2013 to complete an online prize fulfillment form. Except where prohibited, 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"), which must be received within 5 days of the date notice or attempted notice is sent, in order to claim his/her prize. If any potential winner cannot be contacted, or fails to sign and return the Declaration (Grand Prize only) within the required time period, or if prize is returned as undeliverable, he/she forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Administrator will award the applicable prize to an alternate 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. Unclaimed or undeliverable prizes valued at \$25 or less will remain un-awarded. Instant Win prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Promotion.

## **8. Prizes:**

**a. Sweepstakes Prize: 2 GRAND PRIZES:** A trip package for winner and 1 guest to New Orleans, LA for an exclusive Sprite® concert experience at the House of Blues on 2/15/14 (the "Concert"). Trip package includes of round trip, coach-class air transportation for 2 from a major airport near winner's home (determined by Sponsor in its sole discretion); 2 nights' accommodations at Sponsor's choice of hotel (single room, double occupancy); 2 tickets to the Concert (seat locations and/or standing room only to be determined by Sponsor in its sole discretion); a \$500 gift card that may be used as spending money, terms and conditions apply; and travel agent services. Winner must be available to travel on the dates specified by Sponsor in its sole discretion, surrounding the Concert, or forfeit the prize. All travelers must travel on same itinerary. 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. The Sponsor is not responsible if the Concert 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. Live Nation reserves the right to revoke full or partial prize from any winner or winner's guest who it and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Live Nation or Sponsor into disrepute. 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. 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 the Concert. Approximate Retail Value ("ARV"): \$4,200. 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. The odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

**b. Instant Win Game Prizes:**

25 FIRST PRIZES: Monster® NCredible NTune On-Ear Headphones. ARV: \$129. 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.

174 SECOND PRIZES: One (1) \$50 Live Nation® Concert Cash® Code ("Code"). The Code is redeemable only on the Live Nation website located at [www.livenation.com/spritebiggulp](http://www.livenation.com/spritebiggulp). The Code is a one-time use only voucher code good toward \$50-off final ticket purchase for a Live Nation concert at a participating Live Nation owned or operated venue in the United States, based on availability under this program; or \$50-off select merchandise sold at the Live Nation online merchandise store. ARV: \$50.

224 THIRD PRIZES: One (1) \$25 Live Nation® Concert Cash® Code ("Code"). The Code is redeemable only on the Live Nation website located at [www.livenation.com/spritebiggulp](http://www.livenation.com/spritebiggulp). The Code is a one-time use only voucher code good toward \$25-off final ticket purchase for a Live Nation concert at a participating Live Nation owned or operated venue in the United States, based on availability under this program; or \$25-off select merchandise sold at the Live Nation online merchandise store. ARV: \$25.

425 FOURTH PRIZES: One (1) \$10 Live Nation® Concert Cash® Code ("Code"). The Code is redeemable only on the Live Nation website located at [www.livenation.com/spritebiggulp](http://www.livenation.com/spritebiggulp). The Code is a one-time use only voucher code good toward \$10-off final ticket purchase for a Live Nation concert at a participating Live Nation owned or operated venue in the United States, based on availability

under this program; or \$10-off select merchandise sold at the Live Nation online merchandise store. ARV: \$10.

425 FIFTH PRIZES: A 1-month Spotify Premium subscription. ARV: \$9.99.

425 SIXTH PRIZES: A 1-month Spotify Unlimited subscription. ARV: \$4.99.

The odds of winning an Instant Win Game prize depend on the number of prizes available divided by the number of eligible Instant Win Game plays.

For Concert Cash® Code prizes: Code cannot be used toward fan clubs, ticket packages or shipping charges. Exclusions may apply to TM+ tickets not sold directly by Live Nation. All ticket purchases are subject to the Purchase Policy found at <http://www.livenation.com/h/purchase.html>. All merchandise purchases are subject to the Purchase Policy found at [http://store.livenation.com/content/purchase/ln\\_purchasepolicy.html](http://store.livenation.com/content/purchase/ln_purchasepolicy.html). Code must be redeemed by 3:00 PM PT on March 4, 2014, while supplies last. A Code can be used only once. One Code per transaction. Codes are void if not obtained through authorized, legitimate channels, or if any part is defective, altered, duplicated, photocopied, forged, counterfeited, mutilated or tampered with in any way, or if Codes contain or are the result of a printing, seeding, typographical, mechanical or other error(s), or do not contain proper security devices (an "irregular Code"). Any attempt to obtain or generate multiple Codes and/or irregular Codes and/or to use multiple names, email addresses, phone numbers and/or any fraudulent or other non-permissible mechanisms to obtain Codes, as determined by Live Nation in its sole discretion, shall give Live Nation the right to disqualify user. The Code has no cash value and cannot be exchanged for cash or credit, except as required by law. Any unused value will be forfeited. The Code cannot be sold or bought. Void if sold or exchanged for compensation. The Code cannot be combined with other product offers or promotions. Items purchased with a Code are for personal use or gifts only, and are not valid for resale. Codes cannot be used for past purchases or offers. Use of a Code for unauthorized advertising, marketing or other promotional purposes is strictly prohibited. The Code cannot be replaced if lost or stolen and Live Nation is not responsible for any damage or loss resulting from unauthorized use. The Code is void where prohibited by law. Once tickets are issued, they cannot be exchanged for other tickets or merchandise. Other terms and conditions may apply to tickets and venues. Tickets to a particular show are not guaranteed. There may be additional service and parking fees charged for each ticket. Once Merchandise is issued, it cannot be exchanged for other tickets. Merchandise may be exchanged for other merchandise of equal or lesser value. Certain exclusions apply. If a Code is used in violation of the Code Terms of Use, Live Nation reserves the right to (a) cancel any ticket or merchandise order, or (b) charge user's credit card for value of tickets or merchandise after shipment. Use of Code subject to Code Terms of Use found at [www.livenation.com/spritebiggulp](http://www.livenation.com/spritebiggulp).

In no event will more Prizes be awarded than are stated in these Official Rules. In event that a programming, production, seeding, technical or any other reason(s) cause more than stated number of prizes to be claimed, Sponsor reserves the right to award only the stated number of prizes (previously not awarded) by random drawing from among all legitimate eligible prize claimants.

Sponsor and Administrator shall not be responsible or liable for entries that are entered by other than human means (such as by an automated computer program or any non-human mechanism, entity, or device), in excess of the stated limit, or for

entries that are late, forged, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, garbled, or otherwise not in compliance with the Official Rules, and all such entries will be disqualified.

If it is suspected by Sponsor and/or Administrator in its sole and absolute discretion that an Entrant has registered or attempted to register more than once using multiple e-mail addresses, telephone numbers or multiple identities, all of the Entrant's entries will be declared null and void and any prize an Entrant might have been entitled to will not be awarded. Sponsor and/or Administrator reserve the right, to disqualify any individual found, in their sole opinion, to be tampering with the operation of the Promotion, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Promotion. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same.

For All Prizes: 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. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Sponsor and Administrator are not responsible for complaints or issues regarding codes (claims that code is invalid, insufficient, etc.) and winner should address any such issues with the issuer of the code. Limit: 5 prizes per household. Total ARV of all prizes: \$36,541.50.

**9. Publicity:** Except where prohibited, participation in the Promotion constitutes entrant's consent for Sponsor and its designees to use entrant's name, prize information, likeness 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 Promotion is impaired in any way for any reason, including, but, not limited to, fraud, technical failures, regularly-scheduled maintenance, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Promotion to address the impairment, then resume the Promotion in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Promotion and award the prizes in a random drawing from among all eligible entries received up to the time of 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 Promotion 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 Promotion 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 Promotion, entrants agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Live Nation Worldwide, Inc., 7-Eleven, Inc., 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 Promotion or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Promotion or the processing of registrations and game plays; (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 Promotion or receipt, use or misuse 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 Promotion 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 or Instant Win Game play, if it is possible. If the Promotion has been 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 Promotion 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 Promotion, 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 Promotion, 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/12hKXDF>. The winner list will be posted after winner confirmation is complete.

Live Nation Worldwide, Inc. is not a sponsor of the Promotion, and is in no way responsible for the administration of the Promotion, the verification of winners or the fulfillment of prizing. All inquiries regarding the Promotion should be directed to Sponsor.

House of Blues is a registered trademark of HOB Entertainment LLC.

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