

Coca-Cola Freestyle® Truck Events

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

- 1. Eligibility:** Coca-Cola Freestyle® Truck Events (the "Sweepstakes") is open only to legal residents of the 50 United States (or the District of Columbia) living within a 30-mile radius of Chula Vista, California who are 18 years of age or older at the time of entry and who are members of Twitter. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, 360i, LLC, Geometry Global, 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 elsewhere and 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 August 27, 2013, beginning at 4:00 p.m. Pacific Time ("PT"), and ending at 7:59 p.m. PT (the "Promotion Period") and includes a Grand Prize entry period ("Grand Prize Entry Period") and a First Prize entry period ("First Prize Entry Period") as set forth in the chart below.

Entry Period	Start Time (PT)	End Time (PT)
Grand Prize	4:00 p.m.	6:59 p.m.
First Prize	4:00 p.m.	7:59 p.m.

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, you may create one. An Account is 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 @CCFFreestyle at Twitter.com/CCFFreestyle. Then, Tweet with Twitter and include the hashtag #CCFSCConcertTix. You automatically will receive 1 entry into the drawing for the Grand Prize and 1 entry into the drawings for the First Prizes.

In order for you to enter this Sweepstakes, your profile must be public. If you enter the Sweepstakes using a Device, your wireless service provider's **text message and data rates apply**. Entrants should consult their wireless service provider's pricing plan for details. You agree to incur any and all charges demanded by your wireless carrier. Entrants should check their Device's features for capabilities and check the Device manual for specific use instructions.

Limit: 1 Sweepstakes entry per person during the Promotion Period. Multiple entrants are not permitted to share the same email address or Account. Any attempt by any entrant to obtain more than 1 entry during the Promotion Period by using multiple/different email addresses, Accounts, identities, registrations or logins, or any other methods will void that entrant's entries and that entrant 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 online entry, the authorized account holder of the email address used to enter 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. Potential winners may be required to show proof of being the authorized account holders.

- 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 the Grand Prize Entry Period, Administrator will select the name of the potential Grand Prize winner in a random drawing of all eligible entries received during the Grand Prize Entry Period. Administrator will select the names of the potential First Prize winners, 5 every 15 minutes, in a random drawing of all eligible entries received up to the point of each drawing during the First Prize Entry Period. Non-winning First Prize entries will carry over into subsequent drawings. Each potential winner will be notified by @CCFreestyle via direct message (or via public message, if necessary) at the Account used to participate. The odds of winning a prize depend on the number of eligible entries received during the applicable Entry Period (or up until the time of the drawing, for the First Prizes).
- 7. Requirements of Potential Winners:** Each potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. Each potential winner will be notified via direct message from @CCFreestyle to the Account used to enter the Sweepstakes. In order to receive the message, your "Tweet Privacy" Account setting must be set to "unprotected" and/or "public." The potential Grand Prize winner will be required to appear at the Coca-Cola Freestyle® Truck within 30 minutes of the notification in order to claim the prize and to fulfill any such other requirements as determined by Administrator. The potential First Prize winners will be required to appear at the Coca-Cola Freestyle® Truck by 11:00 p.m. PT in order to claim the prize and provide a valid home address (P.O. Boxes are not permitted). In the event that the potential winner Grand Prize winner cannot be contacted, fails to claim the prize and appear at the specified location within the required time period, 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 prize will not be awarded. Unclaimed First Prizes will remain un-awarded. The ticket portion of the Grand Prize will be fulfilled at the time of prize claim. First Prizes and the remainder of the Grand Prize will be fulfilled approximately 8 to 10 weeks after the conclusion of the Sweepstakes.

8. Prizes:

1 GRAND PRIZE: 2 lower level premium seat tickets to the Lil Wayne concert on 8/28 at Sleep Train Amphitheatre in Chula Vista, CA (the "Concert"); 2 VIP tour lithographs; 2 Young Money Millionaires t-shirts; 2 pairs of Young Money shoelaces; 2 Lil Wayne temporary tattoo packs; 2 VIP commemorative tickets; and 2 AMW collectible laminate lanyards. 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. 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"): \$349.90.

80 FIRST PRIZES (5 every 15 minutes): A Coca-Cola® swag bag, including a tote; a koozie, a pair of sunglasses; and a t-shirt (all details of contents, including size, color, and style determined by Sponsor in its sole discretion). ARV: \$40.

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 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, 360i, LLC, Geometry Global, 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/1d9NjvB>. The winner list will be posted after winner confirmation is complete.