

**Name: Costco Diet Coke Heart Truth Instant Win – 24951 (Prize: 24953)**

Eligibility: You must be at least 18 years of age or older to enter.

No. of My Coke Rewards Points to Enter: 3

Start Date: February 15, 2013

End Date: March 16, 2013

Game Instructions: There will be 120 random, computer-generated winning times during the Promotion Period, one for each of the prizes listed below. Follow the links and instructions to navigate to the Instant Win Game, play the Game and see if you are a winner. 120 Grand Prizes: A personal fitness kit, including a duffle bag, hat, water bottle, t-shirt, towel, and pedometer (all details determined by Sponsor in its sole discretion); a \$50 Costco Cash Card; and a \$55 Costco Membership Certificate. Approximate Retail Value ("ARV"): \$140. Terms and conditions of Costco Cash Cards and memberships apply. Costco Membership Certificates may be used as payment to join as a new Gold Star or Business Member or as payment to upgrade to an Executive Membership at any U.S. Costco location. Certificate is not valid for renewal of existing membership, cannot be returned, and may not be exchanged for cash. Once a winner receives a Costco Membership Certificate, he or she must take the certificate to a local Costco and register as a Member in person. Once registration is complete, his or her picture will be taken, he or she will receive a formal Costco Membership Card, and only then will he or she be an official Costco Member. If a current Costco Member wins a Certificate, he/she may use it for membership renewal or upgrade. The \$50.00 Costco Cash Card must only be spent at any Costco Wholesale Warehouse or on Costco.com. Limit: 1 prize per person. Total ARV of all prizes: \$16,800.

## **2013 MY COKE REWARDS INSTANT WIN GAME**

### **Official Rules**

#### **NO PURCHASE REQUIRED TO PLAY OR WIN.**

1. **Introduction:** During the period beginning at 12:00 a.m. Eastern Time ("ET"), January 1, 2013 and ending at 11:59 p.m. ET, December 31, 2013 (the "Promotion Period") My Coke Rewards will offer multiple individual instant win games, each with a distinct start and end date (the "Individual Instant Win Game Period"), and prize(s) (each referred to as an "Instant Win Game" or "Game"). Each Instant Win Game will begin at 12:00 a.m. ET and end at 11:59 p.m. (unless otherwise specified in the details governing any individual Instant Win Game). Each of these Instant Win Games may have a number of My Coke Rewards Points required to play, subject to Rule 5c below. The individual Instant Win Games are all grouped together on the My Coke Rewards website: [www.mycokerewards.com](http://www.mycokerewards.com) (the "Website"). The details for each individual Instant Win Game can be accessed by clicking on "Rewards Catalog" and then "Instant Win." For purposes of these Official Rules, these Instant Win Games individually and collectively are referred to as the "2013 My Coke Rewards Instant Win Game(s)" (the "**Game**"). These Official Rules and the individual Instant Win information sections for each Instant Win

Game together constitute the full Official Rules for the Game and are subject to the My Coke Rewards Terms and Conditions listed on the "Rules" link at the bottom of the Website. Administrator's computer is the official time-keeping device for each Game.

2. **Eligibility:** Each Game is open only to My Coke Rewards members who are legal residents of one of 50 United States (or the District of Columbia) who are 13 years of age or older at the time of entry (unless a different age or residency requirement is specified in the details governing any individual Instant Win Game). Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, ePrize, Inc., their respective parent companies, subsidiaries, affiliates, and agents and those prize providers and agencies that are involved in the development or execution of the applicable individual Game or any of its materials, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such ineligible person are not eligible. Each Game is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.
3. **Sponsor:** Each Game is sponsored by Coca-Cola North America, a division of The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.  
**Administrator:** ePrize, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.
4. **Agreement to Official Rules:** By participating in any Game, each 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 each Game.
5. **How to Enter:**
  - a. **Spend My Coke Rewards Points:** During any Individual Instant Win Game Period, visit the Website and log in to your My Coke Rewards Account (herein referred to as an "Account"), (which may have been created through a Branded Site, as defined in the My Coke Rewards Terms and Conditions listed on the "Rules" link at the bottom of the Website) (herein referred to as an "Account") or other Coca-Cola Company site (e.g. Sprite.com), if you already have one; only one Account is permitted per person. If you do not yet have an Account, follow the onscreen directions to create one. (See Section #6 for details on becoming a My Coke Rewards member). Locate the list of "Instant Win" games to see all of the available Instant Win Games. Click on the individual Game you wish to play, and follow the links and instructions to debit your Account by the required number of My Coke Rewards points for that Instant Win Game. Follow the links and instructions to play the Instant Win Game where you will be instantly notified if you are a potential winner. During the Promotion Period, Sponsor may elect to operate individual Games where My Coke Rewards Points are not used to play, in which event you will advance to the Instant Win Game you have chosen without points being debited from your Account.
  - b. **Promotional Code for Bonus Entry (when applicable):** During any Individual Instant Win Game Period, obtain a Promotional Code by any method made available during the Promotion Period including but not limited to, digital advertising, email, magazine or in-store advertisement.

Register/log in to your Account as indicated in 5(a) above, credit the Code to your Account where indicated and follow the links and instructions to use the Code to obtain a bonus entry ("Bonus Entry") which you may use to play an Instant Win Game. You will receive 1 Bonus Entry for each eligible Code entered. Once you use the Bonus Entry, you will be instantly notified if you are a potential winner of a prize in the Game.

**c. Free Method of Entry:** During any Individual Instant Win Game Period, follow the instructions in 5(a) above. After clicking on the Instant Win Game of your choice, click on the link in the rules and follow the links and instructions to receive 1 Instant Win Game play (a "Free Entry") without deducting any My Coke Rewards points from your Account. Once you use the Free Entry to play a Game, you will be instantly notified if you are a potential winner of a prize in the Game.

**ALL BONUS AND FREE ENTRIES RECEIVED (AS DESCRIBED IN 5(b) or 5(c) above) WILL EXPIRE AT 11:59 P.M. ET ON THE 5<sup>TH</sup> CALENDAR DAY FOLLOWING THE DAY ON WHICH YOU RECEIVED THE BONUS OR FREE ENTRY.**

**For All Entries:** Limit: Each participant may play up to 5 Instant Win Games per calendar day across all available Instant Win Games by any method or combination of methods of entry, and may allocate the 5 plays as they wish (e.g. 1 play in each of 3 different Instant Win Games and 2 in a 4<sup>th</sup>). Any attempt by any participant to obtain more than the stated maximum number of plays by using multiple/different My Coke Rewards Accounts, email addresses, identities, registrations and logins, or any other methods will void that participant's plays and that participant may be disqualified from the Game and any of the Sponsor's other promotions. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents will void all plays by that entrant. When a participant redeems points to enter a 2013 Instant Win Game, he or she will need to have a valid physical address linked to his or her Account. If participant does not provide a physical address when required, or if his or her email address is deemed to be invalid, Sponsor reserves the right to invalidate the play, and/or to lock Enrollee's Account, in its sole discretion.

6. **How to Join My Coke Rewards:** Visit the Website and click on the "Register Now" or Facebook Connect link on the top of the page and follow the onscreen instructions to register as a My Coke Rewards member and create an Account. To become a member, you must have a unique, valid email address and meet eligibility requirements. Limit: **1 My Coke Rewards Account per person. Accounts cannot be shared and an individual may not have more than one Account.**
7. **AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME DISPLAYS A WINNING MESSAGE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY 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 SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS

**VOID, AND WILL NOT BE HONORED.**

8. **Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules and winning is contingent upon fulfilling all requirements. Each potential winner of a prize valued at \$600 or greater (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return, within 5 days of the date notice is given (unless otherwise indicated by Administrator), a Declaration of Compliance, Liability and Publicity Release (the "Declaration") (except where prohibited) in order to claim his/her prize and fulfill any such other requirements as determined by Administrator. If a potential winner cannot be contacted, does not respond, or fails to sign and return the Declaration (if applicable) within the required time period, the potential winner may be disqualified and forfeits the prize. In the event that a potential winner of a prize valued at more than \$25 is disqualified for any reason, Administrator may select an alternate winner in a random drawing from among all remaining eligible entries, up to 3 alternates, if time permits. If all potential alternate winners are disqualified for any prize, no further drawings will take place and that prize will not be awarded. Unclaimed prizes valued at \$25 or less will not be awarded.
9. **Individual Instant Win Games:** The starting and ending dates/times, number of random, computer-generated winning times, the prize descriptions, age requirements (if they differ from standard 13), other details that differ from standard requirements, and all other information for each individual Instant Win Game are set forth in the details of each individual Game. Prizes consist only of those items and/or services specifically described as part of the prize. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated. The odds of winning a prize in each individual Game depend on the number of prizes available divided by the number of eligible Instant Win Game plays for the applicable Game. 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.
10. **Publicity:** Except where prohibited, participation in any Game constitutes entrant's consent for the Sponsor, applicable prize providers and their respective designees to use entrant's first and last name, likeness, prize information, city and state of residence, and any comments, testimonials or other feedback related to any prize or entrant's Instant Win Game experience, whether written or oral, for promotional purposes in any media without further consideration.
11. **General Conditions:** In the event that the operation, security, or administration of any individual Game is impaired in any way for any reason, including, but, not limited to, fraud, human error, virus, regularly-scheduled maintenance, or other technical problems, the Sponsor may, in its sole discretion, either: (a) modify the Game in a manner that best conforms to the spirit of these Official Rules without suspending it; (b) suspend the Game to address the impairment and then resume the Game in a manner that best conforms to the spirit of these Official Rules; or (c) cancel the Game 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 Game or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner, from participation in the Game or any other promotions sponsored by Coca-Cola North America, a division of The Coca-Cola Company. Any attempt by any person to undermine the legitimate operation of any part of the Game 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.

12. **Release and Limitations of Liability:** Except where prohibited, by participating in a Game, each entrant agrees to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, ePrize, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners/providers, and their respective agents and agencies, officers, directors, and employees (the "Released Parties") from and against any claim or cause of action arising out of participation in any Game or receipt or use or misuse of any prize, including, but not limited to: (a) unauthorized human intervention in the Game; (b) technical errors related to computers, servers, providers, or telephone, cellular, or network lines; (c) printing errors; (d) errors in the administration of any Game or the processing of entries; (e) late, lost, or undeliverable mail or email; 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 Game 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 Game 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 (other than for actual out-of-pocket expenses) and any and all rights to have damages multiplied or otherwise increased. 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 play in the Game, if it is possible. If the Game has been discontinued for any reason, Sponsor, in its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes for any individual Instant Win Game will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in any individual Instant Win Game to be 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.
13. **Disputes:** Each entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with the 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 (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any 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 entrant and Sponsor in connection with the 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.

14. **Instant Win Game Results:** For a list of confirmed winners to date, click [here](#). Or send an email with the specific prize name and subject line: "2013 My Coke Rewards Instant Win Game Win List Request" to [WinListRequests@eprizefulfillment.com](mailto:WinListRequests@eprizefulfillment.com). Requests must be received by May 1, 2014.