

Sprite® & White Castle® BET Hip Hop Awards

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN SWEEPSTAKES. TEXT MESSAGING IS NOT REQUIRED FOR SWEEPSTAKES 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 6 TEXT MESSAGES IN RESPONSE TO YOUR ENTRY. IF YOU OPT IN FOR ADDITIONAL ALERTS, YOU MAY ALSO RECEIVE 4 PROMOTIONAL ALERT TEXT MESSAGES PER MONTH UNLESS AND UNTIL YOU OPT OUT OF RECEIVING THEM. TEXT MESSAGING MAY NOT BE AVAILABLE THROUGH ALL WIRELESS CARRIERS.

Your participation in the Sweepstakes is subject to the Sponsor's Privacy Policy, which can be viewed by visiting <http://www.coca-cola.com/tcccprivacypolicy>.

- 1. Eligibility:** The Sprite & White Castle BET Hip Hop Awards (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, White Castle Management Co., Coca-Cola Refreshments USA, Inc., White Castle System, Inc., Archer USA ("Archer"), 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 Sweepstakes 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.
- 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"), June 9, 2013 and ends at 11:59 p.m. ET, August 3, 2013 (the "Promotion Period"). Archer's computer is the official time-keeping device for this Sweepstakes.
- 5. How to Enter:** There are 2 ways to enter:
 - a) Text Message Method of Entry:** During the Promotion Period, and while supplies last, visit any participating White Castle restaurant, purchase a medium or large cup, or a gallon container, of beverage and obtain a code

which may be located either on the cup or on an accompanying scratch card (the "Product Code"). If you have a 2-way text-messaging-capable device (each a "Device"), text your Product Code to the short code 777483 using your Device. The Device that is used must be capable of sending and receiving text messages. Entrants should check their Device's features to see if they have that capability and check the Device manual for specific use instructions. Then, input the requested information to confirm your date of birth. If you are eligible, you will receive a special reward (each a "Reward"), up to 5 Rewards per day during the Promotion Period. If your Device is a smart phone, you will be offered several choices of Rewards. If your Device is not a smart phone, you will automatically receive the music download Reward, while supplies last, or the highest-value Reward available at the time you participate, if music download Rewards are no longer available. Reward items may vary during the Promotion Period and some will be available only while supplies last. For example, the music download Reward will be available to the first 60,000 participants who select it, while supplies last. Once you have selected or been awarded your Reward, you will be invited to reply by text with your valid email address, and you will receive 1 entry into the Sweepstakes. Limit: 1 entry into the Sweepstakes per text entry (see "Limit" below for further explanation), with up to 5 entries per day. By texting your Product Code to 777483, you agree to give Sponsor and Archer permission to send you **6 text messages in response to your entry** to the Sprite & White Castle BET Hip Hop Awards. **If you opt in for additional alerts, you will also receive 4 promotional alert text messages per month, unless and until you opt out of receiving them. If you wish to opt out of Sprite alerts, 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.**

If you participate and/or enter the Sweepstakes by text message, 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. Entry via text messaging may be limited and may not be available through all wireless carriers or on all handsets. 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.

- b) Mail-In Alternate Method of Entry:** During the Promotion Period, to enter without making a purchase, or using a Device or text messaging, hand print your full name, street address, (no P.O. Boxes), day/evening/cellular phone number (if any), email address and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Sprite & White Castle BET Hip Hop Awards – Sweeps Entry," PO Box 5046, Kalamazoo, MI 49003-5046. Your qualifying mailing will constitute 1 entry for you into the Sweepstakes. Limit: 1 entry per stamped envelope. All mail-in entries must be handwritten, postmarked by August 5, 2013 and received by August 12, 2013. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, invalid,

unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: 5 Sweepstakes entries per person per day during the Promotion Period, regardless of method or combination of methods of entry. Multiple participants are not permitted to share the same email address or Device. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, Devices, 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 entry, the authorized account holder of the Device or 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. 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 winner may be required to show proof of being the authorized account holders.

- 6. Drawing:** Administrator is an independent judging organization whose decisions as to the selection of the potential winner are final and binding. On or about August 15, 2013, Administrator will select the name of the potential winner in a random drawing of all eligible entries received during the Promotion Period. The potential winner will be notified by email, mail, phone or Device, depending on method of entry. The odds of winning the prize depend on the number of eligible entries received during the Promotion Period.
- 7. Requirements of Potential Winner:** Potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. If the potential winner entered via text messaging, he/she will be notified by the email address used to enter the Sweepstakes and he/she must respond within 24 hours with the requested contact and mailing information or forfeit the applicable prize. If the potential winner entered by mail, he or she will be contacted by email, mail or phone. The potential 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, within 5 days of the date notice or attempted notice is sent, a Declaration of Compliance, Liability & Publicity Release ("Declaration") (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that the potential winner cannot be contacted, fails to complete the Declaration in the required time frame, 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, if time permits, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.
- 8. Prize:**

1 Grand Prize: A trip for 2 to Atlanta, GA for the taping of the BET Hip Hop Awards scheduled for September 28, 2013, but subject to change (the "Show"). Prize package consists 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); ground transportation between airport and hotel, and hotel and Show; 2 tickets to the Show (seat locations to be determined by Sponsor in its sole discretion); a \$500 VISA® gift card, terms and conditions apply; and travel agent services. Travel must take place on the dates specified by Sponsor, surrounding the Show. Winner and guest 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. Sponsor is not responsible if Show 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 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 Show. Approximate Retail Value ("ARV"): \$3,025. 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. No substitution, exchange or transfer of prize by winner. Sponsor reserves the right to substitute the prize for one of equal or greater value. Winner is responsible for all taxes and fees associated with prize receipt and/or use.

- 9. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor, White Castle Management Co., White Castle System, Inc., and their 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, White Castle Management Co., Archer, Coca-Cola Refreshments USA, Inc., White Castle System, 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 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, cellular networks, 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, damage, or death 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, use, or misuse of any prize, including travel. 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/102zXGI>. The winner list will be posted after winner confirmation is complete.