Sprite – House of Blues Ticket Giveaway

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Sprite – House of Blues Ticket Giveaway (the “Sweepstakes”) is open only to legal residents of Louisiana and Mississippi who are 18 years of age or older at the time of entry, and who have a valid Twitter account during the Promotion Period. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Career Sports & Entertainment, Inc., HOB Entertainment, LLC (“HOB”), HelloWorld, 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 outside of Louisiana and Mississippi and where prohibited by law.

2. **Sponsor:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313. **Administrator:** HelloWorld, 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. Central Time (“CT”), January 18, 2014 and ends at 11:59 p.m. CT, February 7, 2014 (the "Promotion Period"). Twitter, Inc.'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 in to your Account, tweet the hashtag #houseofblues to @Sprite. Once you have completed the steps above, you will receive 1 entry into the Sweepstakes. If Twitter does not allow you to send the same exact message again you may add a word or phrase as long as it is acceptable to the Sponsor (not offensive, abusive, etc.). See Twitter Help section for details on following and tweeting, if necessary. In order for Sponsor to notify you and for you to redeem your prize, you must follow Sprite on Twitter at twitter.com/sprite. In order for you to enter this Sweepstakes, your profile must be public. If you enter the Sweepstakes using a cellular phone or other device (each a "Device"), your wireless service provider’s 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 per day during the Promotion Period. 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 February 10, 2014, Administrator will select the names of the potential winners in a random drawing of all eligible entries received during the Promotion Period. Each potential winner will be notified by @Sprite 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 Promotion Period.

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 @Sprite 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." Each potential winner will be required to follow the instructions provided in the direct message to provide Sponsor with the requested contact information within 48 hours of receiving the win notification, or forfeit the prize. In the event that a potential winner cannot be contacted, 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 applicable prize will not be awarded. Prizes will be fulfilled at Will Call on the date of the concert.

8. **Prizes:** **40 GRAND PRIZES:** A pair of tickets to an exclusive Sprite concert at the House of Blues in New Orleans, LA, on February 14, 2014. All concert details determined by Sponsor, in its sole discretion. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets will not be replaced. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. Sponsor and HOB are not responsible if winner does not use ticket on day of concert. Sponsor and HOB are not responsible if 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. Winner and guest(s) must abide by all venue policies. HOB reserves the right to revoke full or partial prize from any winner or winner’s guest if HOB or venue personnel deems that person may, in its sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, or may bring HOB into disrepute. All expenses, travel, and other costs not expressly stated in the prize description above are the sole responsibility of winner. Approximate Retail Value: $150.

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 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, Twitter, Inc., Career Sports & Entertainment, Inc., HOB Entertainment, LLC, HelloWorld, 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 or misuse 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 or use 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/1fW3iLn](http://bit.ly/1fW3iLn). The winner list will be posted after winner confirmation is complete.

HOB Entertainment, LLC is not a sponsor of the Sweepstakes and is in no way responsible for the administration of the Sweepstakes or the verification of winners. All inquiries regarding the Sweepstakes should be directed to Sponsor not to HOB.