

12 Days of Popeyes Sweepstakes and Offers

Official Rules

NO PURCHASE OR APP REQUIRED TO ENTER OR WIN.

1. Eligibility: The 12 Days of Popeyes Sweepstakes and Offers (the "Promotion") is open only to legal residents of the 50 United States and the District of Columbia **EXCEPT ALASKA** who are 18 years of age or older and have or create a Popeyes account at the time of entry. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Popeyes Louisiana Kitchen, Inc., and its parents, affiliates and all of its franchisees (collectively, "Popeyes Louisiana Kitchen"), Restaurant Brands International Inc., Merkle 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 in Alaska and where prohibited by law. The Promotion consists of a Sweepstakes (the "Sweepstakes") and, additionally, when you enter the Sweepstakes, you will also receive a food or beverage coupon offer ("Offer").

2. Sponsors: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313 and Popeyes Louisiana Kitchen, Inc., 5707 Blue Lagoon Drive, Miami FL 33126.

Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

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 Sponsors and Administrator, which are final and binding in all matters related to the Promotion.

4. Promotion Period: The Promotion begins at 12:00 a.m. Eastern Time ("ET"), December 4, 2020 and ends at 11:59 p.m. ET, December 15, 2020 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

5. How to Enter: To participate, you must have a Popeyes account (each an "Account") in order to participate. If you do not have an existing Account, you will be required to create an Account. Accounts are free, but subject to the Terms of Service (<https://www.popeyes.com/terms-of-service>) and Privacy Policy (www.popeyes.com/privacy-policy). There are 2 ways to create an Account:

Download the Popeyes App: Download the Popeyes mobile app (the "App") to a mobile device, tap the "Sign Up" button located at the top right corner of the App and follow the instructions to create an Account.

Online: Visit <https://www.popeyes.com/signup> and following the instructions to create an Account.

The Popeyes App and Website will feature a 12 day holiday theme, and each day will have a featured Offer that is revealed when you "open the door". During the Promotion Period, there are 2 ways to participate:

- a) **Via the App/Website:** Launch the App and log into your Account. Then, click on the banner advertising this Promotion and follow the links and instructions to "open the door" for the applicable day. You will then receive 1 Sweepstakes entry and see the featured Offer available that day. See below for Offer details

- b) **Via Website:** Visit www.Popeyes.com/12daysofpopeyes and follow the links and instructions to login by providing the email address associated with your Account. After logging in, follow the links and instructions to “open the door” for the applicable day. You will then receive 1 Sweepstakes entry and see the featured Offer available that day. See below for Offer details.

Limit: 1 Sweepstakes entry and 1 Offer per person per day during the Promotion Period. Multiple participants are not permitted to share the same email address or Account. Any attempt by any participant to obtain more than the stated number of entries/Offers by using multiple/different email addresses, Accounts, identities, registrations or logins, or any other methods will void that participant’s entries/Offers and that participant may be disqualified. Any use of robotic, repetitive, automatic, programmed or similar methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by and Offers for that entrant. In the event of a dispute as to any online entry, the authorized account holder of the email address associated with the Account used to participate 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 authorized account holders.

Bonus Sweepstakes Entry Opportunities: There are 2 opportunities:

- a) **Offer Redemption:** After you enter the Sweepstakes and receive an Offer in your Popeyes Account, visit a participating Popeyes restaurant and redeem the Offer before it expires and before December 16, 2020 at 11:59 p.m. ET. See below for Offer details. By redeeming a valid Offer, you will receive 1 bonus entry into the Sweepstakes. **Limit:** 1 bonus entry per Offer redemption, subject to the overall limit below and time limit above.
- b) **Mail-In Method:** After you enter the Sweepstakes and to earn bonus entries without redeeming an Offer, hand print your name, home mailing address, phone number, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to “12 Days of Popeyes Sweepstakes and Offers,” c/o Merkle Inc., P.O. Box 5011, Department 846246, Kalamazoo, MI 49003-5011. You will receive 1 bonus entry into the Sweepstakes. **Limit:** 1 bonus entry per envelope, subject to the overall limit below. All mail-in bonus entries must be handwritten and must be postmarked by December 16, 2020 and received by December 23, 2020. All entries become the exclusive property of Sponsors and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsors. Sponsors are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Bonus Entry Limit: You may only earn up to 12 bonus entries during the Promotion, regardless of opportunity or combination of opportunities used. Multiple participants are not permitted to share the same email address, Account or Offer. Any attempt by any entrant to obtain more than the stated number of bonus entries will void that entrant’s entries **and** bonus entries and that entrant may be disqualified.

Offer Details: There will be 1 Offer available each day during the Promotion Period, for a total of 12 Offers during the Promotion Period. A received Offer will be deposited into your Popeyes Account and seen under the “Offers” tab in your Popeyes Account. **Offer must be redeemed at a participating Popeyes restaurant during the hours the menu item is served. Offer expires 24 hours after being deposited into your Account.** Offers cannot be redeemed on kiosk or third party delivery orders, are subject to verification at a participating restaurant and are not valid in combination with any other offer, discount, or coupon. Limit 1 Offer redemption per claimant per transaction per day. The Offers are:

Date	Offer
December 4, 2020	Free Chicken Sandwich with purchase of a combo
December 5, 2020	10 piece bone-in chicken, 2 large sides, 5 biscuits and 4 medium drinks for \$25.99
December 6, 2020	4 Chicken Sandwiches, 2 large sides, and 4 medium drinks for \$19.99
December 7, 2020	Free popcorn shrimp with purchase of a combo
December 8, 2020	Free regular side and apple pie with purchase of a combo
December 9, 2020	Chicken Sandwich Combo for \$6
December 10, 2020	Free 2 piece bone-in chicken with purchase of a combo
December 11, 2020	4 piece bone-in chicken, 4 piece tenders, 1 large side, 4 biscuits and 4 medium drinks for \$15
December 12, 2020	6 piece tenders, 2 regular sides, 2 biscuits, 2 apple pies and 2 medium drinks for \$12
December 13, 2020	2 Chicken Sandwiches, 2 regular sides and 2 medium drinks for \$12
December 14, 2020	1 biscuit and 1 apple pie for \$1.29 with purchase of a Chicken Sandwich combo
December 15, 2020	1 Chicken Sandwich and 1 medium drink for \$3.99

6. Sweepstakes Drawing: Administrator is an independent judging organization whose decisions as to the selection of the potential winner are final and binding. On or about December 30, 2020, 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 or phone. The odds of winning the Grand Prize depend on the number of eligible entries received during the Promotion Period.

7. Requirements of Potential Sweepstakes Winner: Potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. The potential Grand Prize winner (or parent/legal guardian if winner is a minor in state of residence) will be required to sign and return to Administrator, within 7 days of the date notice or attempted notice is sent, a Declaration of Compliance, Liability & (except where prohibited) Publicity Release in order to claim the prize and to fulfill any such other requirements as determined by Administrator. If a potential prize winner fails to provide a Declaration of Compliance, Liability & Publicity Release or any other requested information (as applicable), potential winner may be disqualified and forfeit the Grand Prize. In the event that the potential winner cannot be contacted, 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, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded. Grand Prize will be fulfilled approximately 10 to 12 weeks after the conclusion of winner confirmation.

8. Sweepstakes Prize:

1 GRAND PRIZE: A check for \$50,000 payable to winner. ARV: \$50,000.

No substitution, exchange or transfer of prize by the winner. Sponsors reserve the right to substitute any prize for one of equal or greater value. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Total ARV of all prizes: \$50,000.

9. Publicity: Except where prohibited, participation in the Promotion constitutes entrant's consent for Sponsors and their respective designees to use entrant's name, prize information, likeness, 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 Promotion is impaired in any way for any reason, including, but, not limited to, fraud, technical failures, regularly-scheduled maintenance, outbreak of widespread illness, pandemic, or other similar occurrence, civil unrest, virus or other technical problem, the Sponsors may, in their 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 Sponsors reserve 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 Sponsors reserve the right to seek damages from any such person to the fullest extent permitted by law. A 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, Popeyes Louisiana Kitchen, Inc., and its parents, affiliates and all of its franchisees (collectively, "Popeyes Louisiana Kitchen"), Restaurant Brands International Inc., Merkle Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of each 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 or human error; (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, if it is possible. If the Promotion has been discontinued for any reason, Sponsors, in their 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, Sponsors reserve 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 Sponsors 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. Promotion Results: For a winner list, visit <https://bit.ly/2FXv3Lo>. The winner list will be posted after winner confirmation is complete.

14. Participant's Personal Information: Information collected from participants is subject to The Coca-Cola Company's Privacy Policy <https://us.coca-cola.com/privacy-policy/> and Popeyes Louisiana Kitchen, Inc.'s Privacy Policy www.popeyes.com/privacy-policy.