

Thirst for Speed Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. Eligibility: Thirst for Speed (the "Promotion") is open only to legal residents of the 48 contiguous United States and the District of Columbia, (excluding Alaska and Hawaii), who are 18 years of age or older at the time of entry (19 years of age in AL and NE). Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Burger King Corporation ("BKC"), Daytona International Speedway, LLC, 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, Hawaii and where prohibited by law. The Promotion consists of 15 Instant Win game offers, 1 per calendar day (each an "Instant Win Game Offer") which will be awarded to participants on the applicable day, and a Sweepstakes (the "Sweepstakes").

2. Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.
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 Sponsor and Administrator, which are final and binding in all matters related to the Promotion.

4. Promotion Period: The Promotion begins at 9:00 a.m. Eastern Time ("ET"), May 13, 2022 and ends at 11:59 p.m. ET, May 27, 2022 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

5. How to Enter the Sweepstakes and Receive the daily Instant Win Game Offer: To participate, you must be a member of the Burger King Royal Perks program. To become a Member, you must have a valid Burger King Royal Perks account (an "Account"). Creating an Account is free but is subject to the program Terms and Conditions found at www.bk.com/terms-conditions-rewards. You can join Royal Perks by downloading and registering on the BK® App (the "App"), or by going to BK.com and clicking "Sign up".

During the Promotion Period, register or log into your Account. Then, locate and click on the marketing tile (banner) on the homepage advertising this Promotion. Then, follow the links and instructions to play the racing game. Once you finish the race you will be awarded the Instant Game Offer available for that day. . See below for Instant Win Game Offer details. In addition, you will receive 1 Sweepstakes entry.

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

Instant Win Game Offer Details: There will be 1 Instant Win Game Offer available each day during the Promotion Period. The Offers consist of a Free Small Soft Drink (“Drink Offer”) or a specified number of Royal Perks Crowns (“Crown Offer”) to be automatically awarded to the participant’s Account. Drink Offers will show up in the Offers tab of participant’s Account. Crown Offers will be added to the total Crowns balance in participant’s Account (may take up to 48 hours). Drink Offers expire on 06/10/22 and Crown Offers expire and can be redeemed as described in the Royal Perks Terms and Conditions. Crowns cannot be redeemed on third-party delivery. Drink Offers must be redeemed at a participating Burger King restaurant during regular business hours. Drink Offers cannot be redeemed on kiosk or 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 Drink Offer redemption per claimant per transaction per day. No more than 1,550 Crowns will be awarded per person/Account. The Instant Win Game Offers are:

Date	Instant Win Game Offer	Approximate Retail Value* (“ARV”)
May 13, 2022	1 Small Soft Drink	\$2.19
May 14, 2022	250 Crowns*	N/A
May 15, 2022	1 Small Soft Drink	\$2.19
May 16, 2022	1 Small Soft Drink	\$2.19
May 17, 2022	1 Small Soft Drink	\$2.19
May 18, 2022	400 Crowns*	N/A
May 19, 2022	1 Small Soft Drink	\$2.19
May 20, 2022	1 Small Soft Drink	\$2.19
May 21, 2022	1 Small Soft Drink	\$2.19
May 22, 2022	250 Crowns*	N/A
May 23, 2022	1 Small Soft Drink	\$2.19
May 24, 2022	400 Crowns*	N/A
May 25, 2022	1 Small Soft Drink	\$2.19
May 26, 2022	250 Crowns*	N/A
May 27, 2022	1 Small Soft Drink	\$2.19

* Drink ARV based on recommended prices. Per BK Royal Perks Terms and Conditions, Crowns have no cash value.

6. ALL POTENTIAL SWEEPSTAKES WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION.

7. Sweepstakes Prize Selection and Verification of Potential Sweepstakes Winners: Potential Sweepstakes winners must comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Administrator will randomly select the potential Sweepstakes winners on or around May 30, 2022, from all eligible entries received. The potential Sweepstakes winners will be notified by email. Except where prohibited, the potential Sweepstakes Grand Prize winner 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 and Publicity Release (“Declaration”) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If any potential winner cannot be contacted, or fails to sign and return the Declaration or provide any other requested information (when applicable) within the required time period, or if prize is returned as undeliverable, he/she forfeits prize. In the event that a potential Sweepstakes winner is disqualified for any reason, Administrator will award the applicable prize to an alternate 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. Sweepstakes Prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Promotion.

8. Sweepstakes Prizes:

ONE (1) GRAND PRIZE: Winner's choice of one (1) of the following two (2) prize options:

- A. Two (2) Tickets to the "Coke Zero® 400" motorsports racing event ("Race") at Daytona International Speedway, in Daytona Beach, FL tentatively scheduled on Saturday, August 27, 2022. Prize includes two (2) DAYTONA® 500 Club admissions consisting of access to DAYTONA® 500 Club Banquet & Lounge Levels, food and beverage, along with access to Victory Lane for post-race ceremonies, UNOH Fanzone and pre-race access and preferred infield parking) and one (1) \$5,000 check. ARV: \$8,000.00 or
- B. One (1) \$10,000.00 check. Actual Value: \$10,000.00.

All details, including exact seat locations and all prize components, will be determined by Sponsor in its sole discretion. Sponsor is not responsible if the Race is delayed, postponed or cancelled for any reason and winner will not be reimbursed. Tickets/passes may be subject to issuer's standard rain-check policies and procedures. **NO TRAVEL OR LODGING EXPENSES INCLUDED.** 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 and the Race venue. Sponsor is not responsible if winner does not use ticket on day of Race. Tickets may be subject to standard rain-check policies and procedures. By accepting this prize and attending the Race and in-person event, winner agrees to fully comply with terms, conditions and restrictions provided by the ticket and with all federal, state, local and Daytona International Speedway, LLC guidelines, regulations and mandates. In addition, by accepting the prize and attending the Race, winner voluntarily assumes all risk of personal injury and property loss during use of this ticket. Winner assumes all risks and dangers incidental to the Race that arise prior to, during, or after the Race. Such risks and dangers include, but are not limited to, the risk of bodily injury or death. Winner agrees that the Released Parties (as defined below in Section 11) are not liable for injuries resulting from such foreseeable risks or dangers. Failure to do so will result in forfeiture of this Prize and the Grand Prize. In the event that the Race is postponed or canceled for any reason or fans are not allowed to attend or participate in events at the Race, Sponsor will substitute any prize component for one of equal or greater value. The Released Parties are not responsible if winner does not use the tickets or attend the in-person event.

An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. By accepting a prize, winner and winner's guests voluntarily assume all risks related to exposure to COVID-19. All applicable federal, state and local taxes, any other expenses associated with prize acceptance and use not specifically listed herein as being provided, including ground/air transportation, luggage fees, meals, gratuities, delivery charges, etc., are the responsibility of each winner.

THIRTY (30) FIRST PRIZES: One (1) \$50 autographed Hero card. All details determined by Sponsor. ARV: \$50. Sponsor neither warrants nor represents that prize can be sold or traded for the stated value; actual value depends on market conditions which fluctuate. Autographs have no cash value.

The odds of winning a Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

For All Prizes: Total ARV of All Prizes: up to \$11,500. 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. Limit: 1 Sweepstakes Prize per person.

9. Publicity: Except where prohibited, participation in the Promotion constitutes entrant's consent for Sponsor and its 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, virus or other technical problem, the Sponsor may, in its 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 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 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 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 Promotion, entrants agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Burger King Corporation, Daytona International Speedway, LLC, 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; (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 or Instant Win Game Offer play, if it is possible. If the Promotion has been 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 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 Sponsor 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. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy (<http://www.coca-cola.com/tcccprivacypolicy>) and Burger King Corporation's Privacy Policy (<https://www.bk.com/privacy-policy>).

14. Promotion Results: For a winner list, click [here](#). The winner list will be posted after winner confirmation is complete.

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