NO PURCHASE OR SCAN REQUIRED TO ENTER OR WIN.

1. Eligibility: The Coca-Cola and McDonald’s Summer Drink Days Promotion (the “Promotion”) is open only to residents of Canada, who are 13 years or older at the time of entry except the employees, officers, directors, representatives and agents of Coca-Cola Ltd., The Coca-Cola Company, Coca-Cola Canada Bottling Limited, McDonald’s Restaurants of Canada Limited and its franchisees, HelloWorld, Inc., the authorized bottlers or distributors of Coca-Cola® products, and each of the foregoing parties’ respective advertising and promotion agencies, or any of the respective parents, subsidiaries, affiliates, related entities, successors or assigns of the foregoing parties, any person who is or purports to be an immediate family member (defined as spouse, dependent for federal income tax purposes, half-sister, half-brother, or step-, biological, foster, in-law or adoptive mother, father, sister, brother, daughter or son) of any of the above, or any person domiciled with any of the above. If you are under the age of 18, you must have the permission and consent of your parent/legal guardian to participate in this Promotion. The Promotion is subject to all applicable federal, territorial, provincial and municipal, laws and regulations and is void where prohibited by law. The Promotion consists of an Instant Win game (the “Instant Win Game”).

2. Sponsor: Coca-Cola Ltd., 335 King Street East, Toronto, ON, Canada M5A 1L1. Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075, U.S.A.

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 on July 30, 2019 at 12:00:01 a.m. Eastern Time (“ET”) and ends on September 2, 2019 at 11:59:59 p.m. ET (the “Promotion Period”). Administrator’s computer is the official time-keeping device for this Promotion.

5. How to Enter: You will need a code (each a “Code”) to participate, and there are several ways to obtain a Code and play the Instant Win Game. See limits and details below.

To Obtain a Code and Play:

a) Purchase a medium or large participating Coca-Cola® fountain beverage in a specially-marked cup at a participating McDonald’s® restaurant in Canada, while supplies last: During the Promotion Period, purchase a medium (21 ounce) or large (32 ounce) participating Coca-Cola® fountain beverage in a specially-marked cup at a participating McDonald’s® restaurant in Canada, while supplies last. Then, find the Code and the sip & scan® icon on the cup. Then, follow the cup instructions to visit www.Coke.ca/McDonalds and to scan the sip & scan® icon on the cup using your smartphone to get started. Please then complete and submit a registration form to confirm your age and geographic eligibility and provide your valid email address, date of birth and postal code. Then, follow the links and instructions to enter your Code where indicated. If you are the first person to play at or after the applicable winning time, you will be notified that you are the potential winner of a prize.

b) Free Methods of Obtaining Codes and Play:

i. Mail-In Free Code Request (available from July 16, 2019 to August 16, 2019): To request a Code without making a purchase, using a smartphone or scanning an icon, mail a 3”x5” piece of paper with your name, home mailing address, email address, day/evening phone numbers, and date of birth in an envelope with proper postage to “Coca-Cola and
McDonald’s Summer Drink Days Promotion – Free Code Request,” P.O. Box 246, Dept. McD2019, Pickering ON CA L1V 2R4. All requests must be postmarked by August 16, 2019 and received by August 23, 2019. You will receive 5 Codes via email, and you may use each Code to participate in the Instant Win Game, as described below. **Limit: 1 request per envelope and up to 1 request per person per day during the time period listed above.** All requests must be hand printed and become the exclusive property of the Sponsor. None will be acknowledged or returned. Proof of sending will not be deemed to be proof of receipt by the Sponsor. The Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage due requests, which will not be honored. The Codes will be emailed to the email address provided in your mail-in Free Code request (for Section 5(b)(i)). If you obtain Codes through this method, each Code may only be used 1 time, subject to the play limit below. Use your Codes before 11:59:59 p.m. ET on September 2, 2019, to play the Instant Win Game.

Once you have received the Code email, visit the URL provided in your Code email to get started during the Promotion Period. You will then complete and submit a registration form to confirm your age and geographic eligibility and provide your valid email address, date of birth and postal code. Then, follow the links and instructions to enter your Code where indicated. If you are the first person to play at or after the applicable winning time, you will be notified that you are the potential winner of a prize.

**ii. Online Code Request (available from August 17, 2019 at 12:00:01 a.m. ET to September 2, 2019 at 11:59 p.m. ET):** During the dates above, to request a Code without making a purchase, using a smart phone or scanning an icon, visit [https://coca-cola.promo.eprize.com/camcdonalds/request_oamoe](https://coca-cola.promo.eprize.com/camcdonalds/request_oamoe) and follow the links and instructions to receive 5 Codes via email that you may use to play the Instant Win Game, as described above, subject to the play limit below. Use your Codes before 11:59:59 p.m. ET on September 2, 2019, to play the Instant Win Game. If you are the first person to play at or after the applicable winning time, you will be notified that you are the potential winner of a prize.

Limit: Each entrant may request and/or use up to 5 Codes per day, during the Promotion Period, regardless of method of requesting/obtaining a Code. Each entrant may have up to 5 Instant Win Game plays per person, per day, during the Promotion Period, regardless of method of obtaining Codes. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of Codes or plays by using multiple/different email addresses, identities, registrations or logins, or any other methods will void that entrant’s plays and that entrant may be disqualified. Any use of robotic, repetitive, automatic, programmed or similar play methods or agents (including, but not limited to, sweepstakes entry services) will void all plays by that entrant. In the event of a dispute as to any online play, the authorized account holder of the email address used to 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.

6. ALL POTENTIAL INSTANT WIN GAME WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE OR EVEN IF ENTRANT RECEIVES AN EMAIL MESSAGE SAYING HE OR SHE WON, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER HAS 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 INSTANT WIN GAME SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE
HONORED.

7. Promotion Prize Selection and Verification of Potential Winners: Potential 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. There will be 21,000 random, computer-generated winning times during the Promotion Period, 1 for each of the prizes listed below. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, and if you are eligible for the applicable prize, you will be the potential instant winner of the prize indicated. If you do not win one of the prizes with a retail value, you will receive a Spotify Customized Playlist which does not have a retail value. Each potential winner of a prize that has a retail value will be required to correctly answer a time-limited, mathematical skill-testing question without any assistance in order to be eligible to receive a prize. If any potential winner cannot be contacted, fails to answer the skill-testing question correctly, or fails to provide any requested information within the stated time (if applicable), he/she may be disqualified and forfeit the prize. In the event that a potential winner forfeits a prize or is disqualified for any reason, the applicable prize will not be awarded. The prizes available to be won will decrease throughout the Promotion Period as they are claimed in accordance with the Official Rules. Unclaimed or forfeited prizes will remain un-awarded.

8. Prizes:

Instant Win Game Prizes:


4,000 AMAZON.COM PRIZES: A $25 Amazon.com Gift Card. ARV: $25 CAD.

Amazon.ca is not a sponsor of this promotion. Except as required by law, Amazon.ca Gift Cards (“GCs”) cannot be reloaded, resold, transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods at Amazon.ca or certain of its affiliated websites and may not be used to purchase other GCs. Amazon is not responsible if a GC is lost, stolen, destroyed or used without permission. For complete terms and conditions, including return policies for any purchases made with GCs, see www.amazon.ca/gc-legal. GCs are issued by Amazon.com.ca, Inc., a Delaware corporation. All Amazon ®, ™ & © are IP of Amazon.com, Inc. or its affiliates. No expiration date or service fees.

4,000 HUDSON’S BAY PRIZES: A $25 Hudson’s Bay eGift Card. ARV: $25 CAD.

Terms and conditions apply. Use of any Hudson's Bay eGift Card constitutes acceptance of these Terms and Conditions. EGIFT CARDS MUST BE PRINTED AND CANNOT BE REDEEMED VIA MOBILE DEVICE. Hudson’s Bay e-gift cards are redeemable towards merchandise only, online at thebay.com or at any Hudson's Bay store. Hudson's Bay e-gift cards must be present when being used for payment in store. Hudson's Bay e-gift cards are not refundable. Hudson's Bay e-gift cards may not be redeemed for cash, used to purchase any other gift/e-gift cards, or applied as payment to your Hudson's Bay MasterCard® or Hudson’s Bay Credit Card account. For any purchase that exceeds the value of a Hudson’s Bay e-gift card, the balance owed must be paid with one additional form of payment: cash or debit (for in-store purchases), Hudson's Bay MasterCard®, Hudson’s Bay Credit Card or other credit cards. Sales tax is applicable to merchandise purchased with a Hudson's Bay e-gift card. Delivery of Hudson’s Bay e-gift cards to an incorrect but deliverable email address as provided by the purchaser is the responsibility of the purchaser. Hudson's Bay gift cards or e-gift cards have no service fees or expiration dates. Refunds on purchases made with Hudson's Bay e-gift cards will be applied to a gift card. Hudson's Bay Company is not responsible for lost or stolen gift or e-gift cards. Your e-gift card number and PIN number are
required for all inquiries. To verify the remaining balance on a Hudson's Bay e-gift card, please inquire at any store register, or phone 1-800-521-2364 to speak to a customer service representative. Hudson's Bay gift cards or e-gift cards received in error are subject to cancellation. No change will be given for any unused balance unless required by law. Hudson's Bay Company reserves the right to change these Terms and Conditions from time to time at our discretion. Hudson's Bay and thebay.com and their associated designs are trademarks of Hudson's Bay Company.

4,000 FOOT LOCKER PRIZES: A $25 Foot Locker eGift Card. ARV: $25 CAD.

Terms and conditions apply. PROTECT THIS CARD LIKE CASH. THIS CARD HAS NO FEES AND DOES NOT EXPIRE. This Card may be applied towards any purchase at a Foot Locker or Kids Foot Locker in Canada, online at www.footlocker.ca or by phone at 1-800-479-6674. This Card cannot be used to pay credit card balances. Unless required by law (which includes Quebec), this Card will not be exchanged or redeemed for cash, credit or used to purchase another Gift Card and will not be replaced if lost or stolen. For information about your Card, including card balance, call 1-888-815-2365. Item(s) returned using this Card as original payment will be refunded in the form of a new Card for the applicable return value. For the Foot Locker or Kids Foot Locker store nearest you, visit us at footlocker.ca. This Card is issued by Foot Locker Canada Co.

4,000 WAYSPA PRIZES: A $25 WaySpa eGift Card. ARV: $25 CAD.

Terms and conditions apply. Wayspa is not responsible for lost or stolen cards. Card should be treated as cash. Card cannot be redeemed for cash, except where required by law. The total value of the card must be redeemed at a single location. For full terms visit www.wayspa.com/terms. For participating locations near you or to check the balance of the card, visit www.wayspa.com or call 1-800-929-7723. Issued by Blackhawk WS (Canada) Ltd.

The odds of winning an Instant Win Game prize depend on the number of prizes divided by the number of eligible Instant Win Game plays. In addition, the prizes available to be won will decrease throughout the Promotion Period as they are claimed in accordance with the Official Rules.

Sponsor and Administrator are not responsible for complaints or issues regarding prize digital codes/certificates (claims that prize digital code/certificate is invalid, insufficient, etc.) and winner should address any such issues with the issuer of the prize digital code/certificate.

For All Prizes: No substitution, exchange or transfer of prize by any winner is permitted. Sponsor reserves the right to substitute any prize for one of equal or greater value. Each winner is responsible for all taxes and fees, if any, associated with prize receipt and/or use. Limit: 1 prize per person. Total ARV of all Prizes: $449,950.

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, and place 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, subject to the jurisdiction of Régie des alcools, des courses et des jeux du Québec, 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 Coca-Cola Ltd., Coca-Cola Canada Bottling Limited, The Coca-Cola Company, Coca-Cola bottlers, McDonald’s Restaurants of Canada Limited and its franchisees, HelloWorld, Inc. and each of the foregoing parties' respective parents, subsidiaries, affiliates, related entities, advertising and promotion agencies, promotional partners and prize partners, and the officers, directors, employees representatives and agents 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, clerical, typographical or other errors or omissions in any Promotion cups, advertising, website or other Promotion materials; (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 Instant Win Game 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: (i) 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 Courts of the Province of Ontario, Canada; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but in no event legal fees or disbursements; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 Province of Ontario, without giving effect to any choice of law or conflict of law rules (whether of the Province of Ontario or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province of Ontario. For residents of Quebec, any litigation respecting the conduct or organization of a publicity promotion may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement. The Régie des alcools, des courses et des jeux du Québec is not associated in any way with the Promotion and can in no way be held liable for any issue regarding the Promotion.
13. **Promotion Emails:** By participating in the Promotion, you agree to receive emails from Sponsor and Administrator related to the Promotion including, but not limited to, a registration confirmation email and possibly Codes by email.

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