

Carnival® Cruise Sweepstakes **Official Rules**

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Carnival Cruise Sweepstakes (the "Sweepstakes") is open only to legal residents of the 50 United States (or the District of Columbia) who are 21 years of age or older at the time of entry. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Regal Entertainment Group ("Regal"), Carnival Cruise Line, a division of Carnival Corporation, Sassafras Marketing, Inc., 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 where prohibited by law.
2. **Sponsor:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.
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"), July 27, 2018 and ends at 11:59 p.m. ET, August 30, 2018 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Sweepstakes.
5. **How to Enter:** There are 2 ways to enter:
 - a) **Online Method of Entry:** During the Promotion Period, visit cokeplaytowin.com/carnivalsweeps and follow the links and instructions to complete and submit the registration form, including providing a valid email address. You automatically will receive 1 entry into the Sweepstakes.
 - b) **Make Qualifying Purchase at Regal Theatres with Crown Club card Entry:** You will need a Regal Crown Club membership to enter via this method; a Regal Crown Club membership is free (for information on becoming a Regal Crown Club member, see <http://www.regmovies.com/Crown-Club>). During the Promotion Period, visit a participating Regal theatre and swipe or scan your Crown Club card or provide or enter your Crown Club card number when making a qualifying purchase at a Regal theatre concession stand of 1 Coca-Cola product fountain drink, 1 popcorn & 1 candy (collectively, a "Qualifying Purchase") and you will receive 1 entry into the Sweepstakes. If the concession stand experiences technical difficulties and cannot accept Crown Club cards when you make a Qualifying Purchase, please enter the Sweepstakes via the online method described in this Section 5. The "authorized account holder" of the Regal Crown Club membership used at the time of Qualifying Purchase will be deemed the entrant, subject to the eligibility restrictions herein. Potential winner may be required to show proof of being the authorized account holder. You will not receive an entry into the Sweepstakes if you make a Qualifying Purchase using any Regal Crown Club credits or rewards.

Limit: 1 Sweepstakes entry per person per day during the Promotion Period, regardless of method or combination of methods of entry. Multiple entrants are not permitted to share the same email address or Regal Crown Club membership. Any attempt by any entrant to obtain more than 1 entry per day by using multiple/different email addresses, Regal Crown Club memberships, identities, registrations or logins, or any other methods will void that entrant's entries and that entrant 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 email address used to enter (or the email address associated with the Regal Crown Club membership) 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 winner may be required to show proof of being the authorized account holder.

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 September 10, 2018, 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 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. The potential 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 & Publicity Release (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 provide a Declaration of Compliance, Liability & Publicity Release or any other requested information (as applicable), he/she may be disqualified and forfeit the 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. Prize will be fulfilled approximately 8 to 10 weeks after the conclusion of the Sweepstakes.

8. **Prize:**

1 GRAND PRIZE: A \$3,000 Carnival Cruise Line gift card. Terms, conditions, limitations and restrictions apply, as designated by issuer. Sponsor does not guarantee availability on the exact sailing or travel dates and times requested by winner. Valid for Carnival cruises departing from North America only. Other limitations and restrictions may apply. Use of the Carnival Cruise Line gift card is subject to the terms and conditions set forth in these Official Rules and those set forth and detailed in Carnival's Passenger Ticket Contract found here: <http://www.carnival.com/about-carnival/legal-notice/ticket-contract.aspx>. Winner will be responsible for any amounts in excess of the Carnival gift card value that is attributable to the selected cruise. Approximate Retail Value ("ARV"): \$3,000.

No substitution, exchange or transfer of prize by winner. Sponsor reserves the right to substitute 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 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. Carnival Cruise Line is not responsible for the administration, execution, or conduct of this Sweepstakes or the selection of the winner(s).
- 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, Regal Entertainment Group ("Regal"), Carnival Cruise Line, a division of Carnival Corporation, Sassafras Marketing, Inc., 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 of any prize, including related 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. Carnival Cruise Line is not responsible for the administration, execution, or conduct of this Sweepstakes or the selection of the winner(s).
- 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/2wFX6tJ>. The winner list will be posted after winner confirmation is complete.