

Experience the Sound of Summer at Cinemark® Official Rules

NO PURCHASE OR APP REQUIRED TO ENTER OR WIN.

1. Eligibility: The Experience the Sound of Summer at Cinemark® (the "Promotion") is open only to legal residents of the 50 U.S. (or D.C.) who are 18 years of age or older at the time of entry. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Cinemark USA, 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 to enter or to win any prize in this Promotion. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law. The Promotion consists of an Instant Win game (the "Instant Win Game") 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 12:00 a.m. Eastern Time ("ET"), July 15, 2022 and ends at 11:59 p.m. ET, August 26, 2022 (the "Promotion Period"). Sponsor's computer is the official time-keeping device for this Promotion.

5. How to Enter: There are 2 ways to enter the Promotion:

- a) **Make a Purchase:** During the Promotion Period, either visit Cinemark.com/movierewards or use your smartphone and download the Cinemark app, which is free, to your phone. Next, follow the links and instructions to create a Cinemark Rewards Moviefan account ("Account"). Creating an Account is free but subject to the listed terms. Then, during the Promotion Period, visit a Cinemark location and purchase a 44 oz. beverage using your Account. By making this purchase, it will unlock a "reward" in your "rewards center" portion of your Account. Click on the unlocked reward and follow the links and instructions to complete and submit the registration form including a valid email address. You will receive 1 entry into the Sweepstakes and advance to the Instant Win Game page where you will be instantly notified if you are a potential winner of an Instant Win Game prize.

If you are not a potential winner of one of the Instant Win Game prizes and you have indicated that you are a Cinemark Movie Club member, you will receive a free coupon offer for a Large (44oz) Coke (valued at \$4.85), terms and conditions apply ("Offer").

If you are not a potential winner of one of the Instant Win Game prizes and you have indicated that you are not a Cinemark Movie Club member, you will receive 50% off the first 2 months of membership for new members only. Promotion valid only once per member. After 2 months, Movie Club membership will automatically renew at the membership price associated to the billing zip code, plus applicable taxes (valued at \$10.00), terms and conditions apply ("Offer"). Redeem by going to Cinemark.com/movieclub, click 'Join Now', enter zip code for renewal pricing, add promo code to checkout and add billing information for renewal. Cancel by going to

Cinemark.com/movierewards, click 'Manage Your Membership', click 'Cancel Membership'. Codes expire 9/30/22.

- b) **Free Online Method of Play:** During the Promotion Period, to play without making a purchase, visit www.coke.com/cinemark. Locate the Official Rules for this Promotion and navigate to this section. Then, [CLICK HERE](#) and follow the links and instructions to complete and submit the registration form, including a valid email address. You will receive 1 entry into the Sweepstakes and advance to the Instant Win Game page where you will be instantly notified if you are a potential winner of an Instant Win Game prize.

If you are not a potential winner of one of the Instant Win Game prizes and you have indicated that you are a Cinemark Movie Club member, you will receive a free coupon offer for a Large (44oz) Coke (valued at \$4.85), terms and conditions apply ("Offer").

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Message and data rates apply to use of mobile device for entry. You may be charged by your wireless carrier for participating via mobile device. It is therefore recommended that you consult your wireless carrier's pricing plan BEFORE participating via mobile device. Not all mobile devices offer wireless Internet access; and, wireless Internet access may not be available in all areas.

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

6. ALL POTENTIAL INSTANT WIN GAME WINNERS AND SWEEPSTAKES 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 OR SWEEPSTAKES 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 AND/OR POTENTIAL SWEEPSTAKES WINNER HAVE 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. For the Instant Win Game: There will be 155 random, computer-generated winning times during the Promotion Period, if you are the first player to play the Promotion at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated. For the Sweepstakes: Administrator will randomly select the potential Sweepstakes winner on or around August 29, 2022 from all eligible entries received. The potential winner will be notified by email or phone. For All Potential Winners: Except where prohibited, the potential Grand Prize Sweepstakes winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Administrator, within 5days 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. Each potential Instant Win Game prize winner may be required to provide the Administrator a mailing address (no P.O. Boxes) for prize fulfillment purposes within 5 days of the date notice or attempted notice is sent, 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 winner of a prize valued over \$25.00 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. Unclaimed prizes valued at or less than \$25.00 will remain unawarded. Prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Promotion.

8. Prizes:

- a. **Sweepstakes Prize: 1 GRAND PRIZE:** 4 Festival tickets in 2023 from a list provided by Sponsor and a \$5,000 prepaid card. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so play close attention to the expiration date of the card. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. Sponsor is not responsible if winner does not use ticket on day of event. **Transportation is not included in prize.** 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. Winner and winner's guests voluntarily assume all risks related to exposure to COVID-19. Approximate Retail Value ("ARV"): \$7,000.00.

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

b. Instant Win Game Prizes:

10 FIRST PRIZES: 12 months of movie club, terms and conditions apply. For new members, credit card to be automatically charged after expiration of trial period. Account can be cancelled at any time. Existing Movie Club members will have 12 credits added to the account immediately. ARV: \$100. Redeem by going to Cinemark.com/movieclub, click 'Join Now', enter zip code for renewal pricing, add promo code to checkout and add billing information for renewal. Existing members, add promo code under 'Redeem Movie

Club Gift' at Cinemark.com/movierewards. Cancel by going to Cinemark.com/movierewards, click 'Manage Your Membership', click 'Cancel Membership'.

5 SECOND PRIZES: 1 \$99.00 Spotify gift card, terms and conditions apply. ARV: \$99.00

20 THIRD PRIZES: 1 combo chair with umbrella and cooler. ARV: \$96.38.

20 FOURTH PRIZES: 1 Wrapsody Bluetooth headphones. ARV: \$88.06.

50 FIFTH PRIZES: A \$30 Spotify gift code, terms and conditions apply. ARV: \$30.00.

50 SIXTH PRIZES: A \$25 Cinemark gift card, terms and conditions apply. ARV: \$25.00

The odds of winning an Instant Win Game prize depend on the number of prizes available divided by the number of eligible Instant Win Game plays.

For Spotify gift cards/codes: By using this card/PIN, you accept the following conditions: This PIN is redeemable for full price standalone Premium subscription months purchased directly from spotify.com only and cannot be redeemed for discounted or group subscriptions (more on eligibility at www.spotify.com/gift-card). This PIN cannot be redeemed for cash or credit and cannot be returned or resold (except where required by law). In order to redeem the PIN, you must have or register for a Spotify account and you must be 13+ and reside in the US to register. This is a single-use PIN: the full face-value for an individual account is deducted at redemption and no incremental redemption or credit is permitted. Spotify is not responsible for any loss or damage resulting from lost, stolen, or fraudulently obtained PINs or use without permission. Full Terms and Conditions governing Spotify gift PINs are found at www.spotify.com/gift-card. The Spotify Service is governed by the Spotify Terms and Conditions, which can be found at www.spotify.com/legal/end-user-agreement. This PIN is provided by Spotify USA Inc. For assistance, see support.spotify.com

For Cinemark gift card Prizes: Cinemark gift cards may be used to purchase goods and services online and at any box office, kiosk, concession register or restaurant at Cinemark theaters in the U.S. Online purchases may incur an online fee. Purchases, including any applicable online fee, will be deducted from the gift card until the balance reaches zero. Not refundable or redeemable for cash, except as provided by law. Protect this card like cash. No expiration date or dormancy fees. For more information regarding online fees or balance inquiries please visit Cinemark.com/giftcards or contact giftcards@cinemark.com or call 1-800-CINEMARK. Cinemark gift cards remain the property of Cinemark at all times and may be retained in the event of improper use. Visit Cinemark.com for a complete list of theaters and to register the gift card. These terms are subject to change by Cinemark.

For All Prizes: The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. No substitution, exchange, or transfer of prize by winner. Sponsor reserves the right to substitute any prize or prize component 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 and 1 Instant Win Game Prize per person. Total ARV of all prizes: \$14,933.80.

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, outbreak of

widespread illness, pandemic, or other similar occurrence, civil unrest, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Promotion to address the impairment and 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 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 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, Cinemark USA, 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; (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 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. Promotion Results: For a winner list, please [click here](#). The winner list will be posted after winner confirmation is complete.

14. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <https://us.coca-cola.com/privacy-policy/>.