

**Minute Maid Doin' Good 2017 Summer Sweepstakes
Official Rules**

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Minute Maid Doin' Good 2017 Summer Sweepstakes (the "Sweepstakes") is open only to legal residents of the 50 United States (or the District of Columbia) 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, Disney Destinations, LLC ("Disney"), 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"), May 15, 2017, and ends at 11:59 p.m. ET, September 15, 2017 (the "Promotion Period"). Administrator's, Twitter, Inc.'s, and Instagram, LLC's computers are the official time-keeping devices for this Sweepstakes.
5. **How to Enter:** There are 2 ways to enter:
 - a. **Social Media Method of Entry:** During the Promotion Period, either share a photo of your parents, or any parents you know who are "doin' good" or share a photo of a letter you wrote to your parents or any parents you know, telling them they are "doin' good". Then, Tweet it on Twitter or share it on Instagram and include the hashtag #doinggoodsweepstakes (herein, any of the above is your submission ("Submission")). Your Submission need not include any reference, positive or negative, to Sponsor's products or services.
 - i. **Twitter:** Log into or create your Twitter account. Then, create and Tweet your Submission. Your account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor and its agents. Creating a Twitter account is free, but is subject to its terms and conditions (<https://twitter.com/tos>). ***If you post updates to or receive updates from www.twitter.com via SMS from your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans.***
 - ii. **Instagram:** Log into or create your Instagram account. Then create and post your Submission to your Instagram account. In order for your entry to be valid, your Instagram profile must be public and thus viewable by the Sponsor and its agents. If you do not have the Instagram App, you may download it through the application store on your mobile device. Your post must be consistent with Instagram's terms (<http://instagram.com/about/legal/terms/#>). ***Posting a photo on***

Instagram requires a mobile device and message and data rates may apply.

Guidelines:

- The Submission must be in a format acceptable to the applicable social media channel;
- The Submission must contain a relevant photo and the promotional hashtag;
- The Submission description, if any, must be in English; and
- The Submission cannot have been submitted previously in a promotion of any kind.

Content Restrictions:

- The Submission must not include any private information of a third party such as name, address, phone number, or email address;
- Entrant must have permission from all recognizable individuals included in the Submission (if any) to use their names and likenesses, with the exception of images on beverage cups. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- The Submission must not include the image of a child who is or appears to be under the age of 13 drinking a Coca-Cola product;
- If a Submission includes the image of a child who is or appears to be under the age of 13, the Submission must also include an image of his/her parent/legal guardian;
- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to create and share a Submission in this Sweepstakes;
- The Submission must not disparage Sponsor, Administrator, Disney or any other person or party affiliated with the promotion and administration of this Sweepstakes;
- The Submission must be entrant's own work;
- The Submission must not contain material that Sponsor deems to be inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that Sponsor deems to promote bigotry, racism, hatred or harm against any group or individual or to promote discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Submission is created.

To avoid the spam restrictions of Twitter and Instagram, each shared Submission should be unique.

- b. Online Method of Entry:** During the Promotion Period, visit www.minutemaid.com/doinggood and follow the links and instructions to submit the registration form, including providing a valid email address. Then, follow the directions to upload your Submission and provide a description/caption to your Submission, see Section 5a for details.

Once your Submission is approved, you will receive 1 entry into the Sweepstakes

Posting/uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, transferable, assignable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission or any portion thereof. If your Submission is included in a gallery, if any, that is not an indication that you may be a potential prize winner, nor is it a guarantee that your Submission is eligible.

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 Twitter or Instagram account. Any attempt by any entrant to obtain more than 1 entry per day by using multiple/different email addresses, identities, Twitter or Instagram accounts, 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 online entry, the authorized account holder of the email address or Twitter or Instagram account used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned (i) 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 or (ii) a Twitter or Instagram account as provided by Twitter or Instagram (depending on method of entry). Potential winners may be required to show proof of being the authorized account holders.

6. **Drawings:** Administrator is an independent judging organization whose decisions as to the selection of the potential winners are final and binding. On or about September 18, 2017, Administrator will select the names of the potential winners in a random drawing of all eligible entries received during the Promotion Period. The potential winners will be notified by email, mail or phone. The odds of winning a prize depend on the number of eligible entries received during the Promotion Period.
7. **Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. If a potential winner entered through Instagram, he/she will be notified through Instagram via a comment on the Submission and/or direct message from @HelloWorldinc with instructions on how to claim his/her prize. If a potential winner entered through Twitter, he/she will be notified by a 2-step process. First, Administrator will reply to the winner's entry Tweet requesting that the potential winner "follow" @HW_inc within 2 days of when the request was made. Then, Administrator will send a direct message from @HW_inc to the potential winner's Twitter account used to enter the Sweepstakes with instructions on how to claim his/her prize. If a potential winner entered online, he/she will be notified by email at the address provided at registration. Each potential Grand Prize 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 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. Each potential First Prize winner will 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 a potential prize 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 a potential winner cannot be contacted, forfeits the prize or is disqualified for any reason, if time permits, 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 applicable prize will not be awarded. First Prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Sweepstakes.

- 8. Prizes: 5 GRAND PRIZES:** Each winner will receive a vacation package for 4 to the *Walt Disney World*® Resort near Orlando, FL. Package consists of round trip, coach-class air transportation for 4 from a major airport near winner's home (determined by Sponsor in its sole discretion) to the Orlando International Airport.; 4 nights' accommodations at Sponsor's choice of *Walt Disney World*® Resort hotel (single room, quad occupancy); 4 round trip ground transfers between the Orlando International Airport and the *Walt Disney World*® Resort via *Disney's Magical Express*® Service; four 5-day *Magic Your Way* tickets with *Park Hopper*® option (subject to restrictions); a \$500 Disney Gift Card (subject to restrictions); 1 welcome basket (items determined by Sponsor in its sole discretion); and travel agent services. Vacation must take place between August 1, 2017 and July 31, 2018, or prize will be forfeited. All travelers must travel on same itinerary. Lodging is subject to availability and certain restrictions, is determined by Sponsor and/or Disney in its sole discretion, and winner must book the hotel accommodations at least 21 days prior to departure. Restrictions, conditions and limitations may apply. Theme park attractions and entertainment are seasonal and subject to change without notice. Certain blackout dates may apply. Departure date and accommodations are subject to availability; certain restrictions and block-out dates may apply. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. If trip destination is less than 250 miles from the winner's residence, winner will be provided \$200 in spending money for driving expenses in lieu of air transportation. Tickets may be subject to issuer's standard rain-check policies and procedures. All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner. If winner is a minor (as determined by his/her state of residence), one of winner's guests must be winner's parent/legal guardian. If one of winner's guests is a minor (as determined by his/her state of residence), winner or another guest must be minor's parent/legal guardian and must complete required paperwork on behalf of minor, as applicable. Travel companions must execute liability/publicity releases prior to issuance of prize documents. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced and winner will not be reimbursed. 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. Approximate Retail Value ("ARV"): \$6157.36. The ARV of travel may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

100 First Prizes: A prize package to include: 1 Minute Maid popcorn bowl, 1 Minute Maid blanket, 1 set of Minute Maid playing cards, 1 Minute Maid beach pong set, 1 Minute Maid mesh tote bag, 2 pairs of Minute Maid sunglasses, and 1 Disney Monopoly board game. ARV: \$67.

No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize or prize components for one of equal or greater value. Each winner is responsible for all taxes and fees associated with prize receipt and/or use. Limit: 1 prize per person. Total ARV of all prizes: \$37,486.80

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 video, voice, any comments, testimonials or other feedback related to prize or Sweepstakes experience, whether written or oral, 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.
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, Disney, Twitter, Inc., Instagram, LLC HelloWorld, 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 Sweepstakes or receipt or use 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. 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.

12. Disputes:

Promotion Administration: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion or its associated winner selection and/or notification (the "Promotion Administration") 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 the 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, and the Promotion Administration 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.

Prize Fulfillment: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with the Sweepstakes prizes described in Section 8 above and/or the use thereof shall be resolved individually, without resort to any form of class action, and exclusively before the Circuit Court of the Ninth Judicial Circuit in and for Orange County, Florida; or, if the Circuit Court does not have jurisdiction, then before the United States District Court for the Middle District of Florida (Orlando Division); or if neither of such courts shall have jurisdiction, then before any other court sitting in Orange County, Florida, having subject matter jurisdiction; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event attorneys' fees. All disputes, claims and causes of action arising out of or connected with such prizes and/or the use thereof shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida.

13. Winner List: For a winner list, visit <http://bit.ly/2paFa1X>. The winner list will be posted after winner confirmation is complete.