

Coca-Cola and 7-Eleven EA SPORTS™ FIFA 18 Instant Win Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. Eligibility: The Coca-Cola and 7-Eleven EA SPORTS™ FIFA 18 Instant Win (the "Promotion") is open only to legal residents of the 50 United States (or the District of Columbia) who are 13 years of age or older at the time of entry. You must have an Xbox One or PlayStation®4 console, internet connection, EA account, and EA SPORTS™ FIFA 18 or plan to purchase EA SPORTS™ FIFA 18 in order to use the First Prizes, listed below. **If you are a minor in your state of residence, you must have the permission and consent of your parent/legal guardian to participate in this Promotion.** Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Electronic Arts Inc. ("EA"), 7-Eleven, Inc., Fédération Internationale de Football Association, Major League Soccer, L.L.C., HelloWorld, 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 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: HelloWorld, 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 on August 30, 2017 at 12:00 a.m. Eastern Time ("ET") and ends on December 15, 2017 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion and Electronic Arts Inc.'s computer is the official time-keeping device for the prize pack code Instant Win Game.

5. How to Enter: You will need an entry code (each an "Entry Code") to participate, and there are 2 ways to obtain an Entry Code. **See limits below.**

To Obtain an Entry Code:

a. Purchase a specially-marked 16 fl. oz. Coca-Cola can at a participating 7-Eleven Store: During the Promotion Period, purchase a specially-marked 16 fl. oz. Coca Cola can at a participating 7-Eleven Store. Then, find the Entry Code under the tab of the can, while supplies last.

b. Free Methods of Obtaining an Entry Code: During the Promotion Period, to obtain an Entry Code without making a purchase, see the **instructions and specific dates below:**

i. Mail-In Free Entry Code Request (available from August 20, 2017 to December 4, 2017): Between these dates, to request an Entry Code, mail a 3" x 5" 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 7-Eleven EA SPORTS™ FIFA 18 Instant Win – Free Entry Code Request," P.O. Box 5100, Department 831073, Kalamazoo MI 49003-5100. All requests must be postmarked by December 4, 2017, and received by December 11, 2017. You will receive an Entry Code via automated email and you may use it to enter the Promotion. **Limit: 1 request**

per envelope, up to 2 per day, per person. 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.

ii. Online Free Entry Code Request (available from December 5, 2017 at 12:00 a.m. ET to December 15, 2017 at 11:59 p.m.): During the specified dates listed in the heading, to request an Entry Code online, visit www.coke.com/EAFIFA18 (the "Website") and follow the links and instructions to complete and submit the Entry Code request form, including a valid email address and you will receive an Entry Code via automated email that you may use to enter the Promotion during the Promotion Period. All requests must be received by December 15, 2017. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected requests, which will not be honored.

To Earn a Sweepstakes Entry and Get a "Prize Pack Code" (while supplies last) once you have an Entry Code (subject to limits below):

There are 50,000 Prize Pack Codes for PlayStation®4 and 50,000 Prize Pack Codes for Xbox One available, while supplies last. If you play once supplies of your selected platform are depleted, or once you have reached the limit below, you will receive a Sweepstakes entry but no Prize Pack Code.

c. Enter an Entry Code Online: Once you have an Entry Code, and during the Promotion Period, visit www.coke.com/EAFIFA18 and follow the links and instructions to complete and submit the registration form, including providing a valid email address, date of birth, and your preferred gaming platform (PlayStation®4 or Xbox One). You will only receive prize pack codes (each a "Prize Pack Code") for the gaming platform you select at registration and will be unable to change your selection. Then, follow the links and instructions to input your Entry Code. You will receive 1 Sweepstakes entry and will receive 1 Prize Pack Code via email, while supplies last and up to the limit stated below. Then, follow the instructions to enter the Prize Pack Code on your gaming console. You will be instantly notified via your gaming console that you are a potential winner of one of the Instant Win Game prizes. Follow the in-game instructions to open and use your prize.

Limit: Each entrant may request and/or use only 2 Entry Codes per day, during the Promotion Period (and request during the mail-in period prior to the start of the Promotion Period), regardless of method of requesting/obtaining an Entry Code. Each entrant may earn only up to 2 Sweepstakes entries per person, per day, during the Promotion Period, and **up to a total of 5 Prize Pack Codes total during the Promotion Period**, regardless of method of obtaining Entry Codes or Prize Pack Codes. Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than the stated number of Entry Codes, Prize Pack Codes, or entries/plays by using multiple/different email addresses, 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.

6. ALL POTENTIAL INSTANT WIN GAME WINNERS AND SWEEPSTAKES WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, ADMINISTRATOR, OR EA 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 are 50,000 Prize Pack Codes for PlayStation®4 and 50,000 Prize Pack Codes for Xbox One available, while supplies last. Each time you enter a Prize Pack Code in the Instant Win Game (up to the stated limit), you will receive a FIFA Ultimate Team™ Coca-Cola® prize pack, up to the limit below. Electronic Arts Inc.'s servers will determine the functionality of the Instant Win Game via the consoles and the exact content of each winner's FIFA Ultimate Team™ Coca-Cola® prize pack. For the Sweepstakes: Administrator will randomly select the potential Sweepstakes winner on or around December 18, 2017, from all eligible entries received. The potential winner will be notified by email, mail, or phone.

For All Potential Winners: Except where prohibited, the 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 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, fails to use the Prize Pack Code in the Instant Win Game or to open his/her FIFA Ultimate Team™ Coca-Cola® prize pack within the game, fails to sign and return the Declaration or provide any other requested information (when applicable) within the required time period, or if a prize is returned as undeliverable, he/she forfeits the applicable prize. In the event that a potential Grand Prize winner is disqualified for any reason, Administrator will award the 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 Grand Prize will not be awarded. Unclaimed prizes valued at \$25 or less will remain un-awarded. Instant Win Game Prizes can be redeemed within the winners' consoles between September 29 and December 31, 2017.

8. Prizes:

Sweepstakes Prize:

1 SWEEPSTAKES GRAND PRIZE: A trip for 2 to St. Petersburg, Russia for the 2018 FIFA World Cup Russia™. Prize package consists of round trip air transportation for 2 from a major airport near winner's home (determined by Sponsor in its sole discretion); 4 nights' deluxe accommodations at the Radisson Royal Hotel in St. Petersburg (single room, double occupancy); round trip deluxe motor coach ground transportation between destination airport and hotel, and between hotel and event venue; 2 premium tickets to a Semi-Final soccer match on July 10, 2018 (seat locations to be determined by Sponsor in its sole discretion); 3 full meals daily including international cuisine and Coca-Cola products (details determined by Sponsor, in its sole discretion); a customized cultural tour experience; a gift pack; access to the Hospitality Lounge, Coca-Cola Guest Services, Wi-Fi areas, and 24-hour security; and travel agent services. Winner and guest must travel on dates determined by Sponsor in its sole discretion and surrounding the event (7/7 – 7/11/18), or forfeit the prize. Winner and guest must travel on same itinerary. 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. Sponsor is not responsible if any scheduled event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. 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), winner's guest must be winner's parent/legal guardian. If winner's guest is a minor (as determined by his/her state of residence), winner must be minor's parent/legal guardian and must complete required paperwork on behalf of minor, as applicable. Travel companion must execute liability/publicity releases prior to issuance of prize documents. **Winner and travel companion are solely responsible for obtaining valid passports and any other documents necessary for international travel.** 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. Sponsor is not responsible if winner does not use ticket on day of event. Approximate Retail Value ("ARV"): \$21,000. 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.

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

Instant Win Game Prizes: ALL PRIZE PACK CODES MUST BE USED BY AND EXPIRE ON 12/31/17.

UP TO A MAXIMUM OF 100,000 FIRST PRIZES (1/2 for each platform, see quantities above): A Prize Pack Code that can be used to unlock an exclusive FIFA Ultimate Team™ Coca-Cola® prize pack in the EA SPORTS™ FIFA 18 game for the Xbox One or PlayStation®4 console (gaming platform determined upon registration for the Instant Win Game). Exact contents of each FIFA Ultimate Team™ Coca-Cola® prize pack may vary and are determined by Sponsor and Electronic Arts Inc. in their sole discretion. ARV: \$5.

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, as well as how many players have participated before you and which platform you selected.

Administrator is responsible for complaints that arise from the delivery of Prize Pack Codes to the winner. Electronic Arts Inc. is responsible for complaints that arise if a Prize Pack Code is invalid, insufficient, or other issues related to redeeming a FIFA Ultimate Team™ Coca-Cola® prize pack in the Xbox One or PlayStation®4 version of the FIFA 18 game, or its contents.

For All Prizes: 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. Each winner is responsible for all taxes and fees, if any, associated with prize receipt and/or use. Limit: 1 Grand and up to 5 First Prizes per person. Total ARV of all Prizes: \$521,000.

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, Electronic Arts Inc., 7-Eleven, Inc., Fédération Internationale de Football Association, Major League Soccer, L.L.C., 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 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. Dispute Resolution: You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Sweepstakes, the Official Rules, or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions) will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Sweepstakes, the Official Rules, or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions), you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions). You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective

rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (and as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate. The place of arbitration shall be Oakland County, Michigan.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions), if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, 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.

13. Winner List: For a list of major prize winners, visit <http://bit.ly/2p4vMzB>. The winner list will be posted after winner confirmation is complete.

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