Go for the Gold™ with Coca-Cola at Golden Corral®

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Go for the Gold™ with Coca-Cola at Golden Corral® sweepstakes (the “Sweepstakes”) is open only to legal residents of the 50 United States (of 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, Golden Corral Corporation, any franchisee of Golden Corral Franchising Systems, 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”), January 9, 2018, ends at 11:59 p.m. ET, February 25, 2018 (the “Promotion Period”), and consists of 7 weekly entry periods (each a “Weekly Entry Period”) and the grand prize entry period which coincides with the Promotion Period (the “Grand Prize Entry Period”), as set forth in the table below.

<table>
<thead>
<tr>
<th>Entry Period</th>
<th>Begins at 12:00 a.m. on:</th>
<th>Ends at 11:59 p.m. on:</th>
<th>Mailed-in entries must be postmarked by:</th>
<th>Mailed-in entries must be received by:</th>
<th>Approximate Drawing Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/9/18</td>
<td>1/15/18</td>
<td>1/16/18</td>
<td>1/23/18</td>
<td>1/26/18</td>
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<td>2/6/18</td>
<td>2/9/18</td>
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<tr>
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<td>2/5/18</td>
<td>2/6/18</td>
<td>2/13/18</td>
<td>2/16/18</td>
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<tr>
<td>5</td>
<td>2/6/18</td>
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<td>2/13/18</td>
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<td>2/23/18</td>
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<td>2/20/18</td>
<td>2/26/18</td>
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<tr>
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<td>2/20/18</td>
<td>2/25/18</td>
<td>2/26/18</td>
<td>3/5/18</td>
<td>3/8/18</td>
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<tr>
<td>Grand Prize</td>
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<td>2/25/18</td>
<td>2/26/18</td>
<td>3/5/18</td>
<td>3/8/18</td>
</tr>
</tbody>
</table>

Administrator’s computer is the official time-keeping device for this Sweepstakes.

5. **How to Enter:** There are 2 ways to enter:

a) **Purchase and Upload Receipt Code Method of Entry:** During the Promotion Period, visit a participating Golden Corral® restaurant and make a purchase that includes a Coca-Cola beverage. Keep your receipt which will have a unique 18-digit code on it.
(the "Code"). If you make multiple purchases in one transaction, you will receive only 1 Code. Then, during the Promotion Period, visit goldencorral.com/coke and follow the links and instructions to complete and submit the registration form, including providing a valid home address. P.O. Boxes are not permitted. Then, follow the links and instructions to enter your Code where indicated. If you successfully complete the steps above, for the first Code you enter, you automatically will receive 1 entry into the Sweepstakes drawing for the applicable Weekly Entry Period and 1 entry into the drawing for the Grand Prize Entry Period. In addition, you will be awarded “Bronze Status” on the website. On subsequent days and/or with additional Codes, visit goldencorral.com/coke and log in with your email address. For the second Code you enter during the Promotion Period, you automatically will receive 5 entries into the Sweepstakes drawing for the applicable Weekly Entry Period and 5 entries into the drawing for the Grand Prize Entry Period. In addition, you will move to “Silver Status” on the website. For the third through ninth Codes you enter during the Promotion Period, you automatically will receive 10 entries into the Sweepstakes drawing for the applicable Weekly Entry Period and 10 entries into the drawing for the Grand Prize Entry Period and you will move to “Gold Status” on the website. Each Code may only be used one time.

b) Free Mail-In Method of Entry: During the Promotion Period, to enter without making a purchase or uploading a Code, hand print your full name, street address, (no P.O. Boxes), day/evening/cellular phone number (if any), email address and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Go for the Gold™ with Coca-Cola at Golden Corral – Sweeps Entry," P.O. Box 5996, Department 834598, Kalamazoo, MI 49003-5996. If your mailed-in entry is postmarked and received by the dates specified in the table above, you will receive 1 Sweepstakes entry into the applicable Weekly Entry Period drawing and 1 Sweepstakes entry in the Grand Prize Entry Period drawing for your first mailed-in entry, 5 into each for your second mailed-in entry, and 10 for each of the third through ninth mailed-in entries. Limit: 1 request per stamped envelope. All mail-in entries must be handwritten, postmarked by and received by the dates set forth in the table above or they will not be eligible for the applicable drawing(s). All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, invalid, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Up to a maximum of 9 Codes or 9 mailed-in entry requests, or any combination of the two methods per person during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, 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 online entry, the authorized account holder of the email address used to enter 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 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 the dates set forth in the table above, Administrator will select the names of the potential winners in a random drawing of all eligible entries received for the applicable Weekly Entry Period or the Grand Prize Entry Period. The potential winners will be notified by email, mail or phone. Non-winning entries will carry over into subsequent drawings. The odds of winning a prize...
depend on the number of eligible entries received for the applicable drawing.

7. Requirements of Potential Winners: Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. 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 & 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 Grand Prize winner fails to provide a Declaration of Compliance, Liability & Publicity Release, he/she may be disqualified and forfeit the prize. In the event that a potential winner of any prize 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:
1 GRAND PRIZE: A trip package for winner and 3 guests to Colorado Springs, CO and the opportunity to tour the U.S. Olympic Training Center there. Prize package includes round trip, coach-class air transportation for 4 from a major airport near winner’s home (determined by Sponsor in its sole discretion); 3 nights’ accommodations at Sponsor’s choice of hotel (single suite, quad occupancy); a $1,200 Visa® Prepaid Reward for winner only, terms and conditions apply that may be used for ground transportation and meals; a tour of the U.S. Olympic Training Center, all details determined by Sponsor, in its sole discretion; and travel agent services. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Use your Visa Prepaid card anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. All travelers must travel on same itinerary. Winner must complete the trip within 1 year from the drawing date or prize will be forfeited. Winner must book trip at least 21 days prior to departure. Travel subject to availability and blackout dates. 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 $600 in spending money for driving expenses in lieu of air transportation. Sponsor is not responsible if any scheduled event is delayed, postponed or cancelled for any reason and winner will not be reimbursed. 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. Approximate Retail Value (“ARV”): $5,150. 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.
70 FIRST PRIZES (10 per Weekly Entry Period): An Olympic Games gift pack from Coca-Cola. Each gift pack will contain a blanket, hat and keychain. All details determined by Sponsor, in its sole discretion. ARV: $32.

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 associated with prize receipt and/or use. Limit: 1 Grand Prize and 1 First Prize per person. Total ARV of all prizes: $7,390.

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.

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, Golden Corral Corporation, Golden Corral Franchising Systems, Inc. and its franchisees, 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 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**: 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.