

Krystal's 85th Birthday with Coke Zero Sugar Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. Eligibility: Krystal's 85th Birthday with Coke Zero Sugar (the "Instant Win Game") is open only to legal residents of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia 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, The Krystal Company, and its Franchisees, 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 Instant Win Game 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 Instant Win Game is subject to all applicable federal, state, and local laws and regulations and is void outside of the listed states and 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 Instant Win Game, 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 Instant Win Game.

4. Promotion Period: The Instant Win Game begins at 12:00 a.m. Eastern Time ("ET"), September 25, 2017 and ends at 11:59 p.m. ET, November 12, 2017 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Instant Win Game.

5. How to Obtain a Code: You will need to obtain a code ("Code") in order to play the Instant Win Game. There are 3 ways to obtain a Code:

a. Purchase a Coca-Cola® beverage at a participating Krystal Restaurant: During the Promotion Period, visit a participating Krystal restaurant and purchase a 30 fl. oz. Coca-Cola® beverage and you will find a Code on the cup. See limit below.

b. Request a Code for Free: To obtain a Code without visiting a Krystal's restaurant and without making a qualifying purchase, follow the instructions below to request a Code.

i. Mail-In Free Code Request (available from September 15, 2017 to November 2, 2017): To request a Code, mail a 3"x5" 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 "Krystal's 85th Birthday with Coke Zero Sugar – Free Code Request," P.O. Box 5085, Department 832782, Kalamazoo, MI 49003-5085. All requests must be postmarked by November 3, 2017 and received by November 10, 2017. You will receive a Code via automated email and you may use it to play the Instant Win Game during the Promotion Period. **Limit: 1 request per envelope, up to 20 Codes total per person during the Promotion Period.** 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 Code Request (available from November 3, 2017 at 12:00 a.m. ET to November 12, 2017 at 11:59 p.m. ET): To request a Code online, visit

www.krystal.com/85 and follow the links and instructions to complete and submit the Code request form, including a valid email address and you will receive a Code via automated email that you may use to play the Instant Win Game, subject to the limit below. All requests must be received by November 12, 2017. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected requests, which will not be honored.

Limit: Up to 20 Codes total per person utilizing only one email address during the Promotion Period regardless of method or combination of methods of obtaining Codes. The Code will be emailed to the single email address per person provided in your mail-in Free Code request (for Section 5(b)(i)) or the single email address per person used to request a Code online (for Section 5(b)(ii)). If you obtain a Code or Codes through this method, each Code may only be used 1 time.

6. How to Play the Instant Win Game: After you have obtained a Code, visit www.krystal.com/85 and follow the links and instructions to complete and submit the registration form, including providing a valid email address and your state of residence. Then, follow the links and instructions to enter your Code. Once your Code is validated, you will automatically advance to the Instant Win Game page where you will receive 1 Instant Win Game play. You will be instantly notified if you are a potential winner of one of the Instant Win Game prizes. The Instant Win Game is not compatible with systems using Opera Web Browsers.

Limit: You may use up to 20 Codes and receive up to 20 Instant Win Game plays total 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 Codes or plays by using multiple/different email addresses, identities, registrations or logins, or any other methods will void that participant's plays and that participant may be disqualified. Any use of robotic, repetitive, automatic, programmed or similar play methods or agents (including, but not limited to, sweepstakes entry services) will void all plays by that entrant. In the event of a dispute as to any play, the authorized account holder of the email address used to 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.

7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE INSTANT WIN GAME. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME 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 WINNER HAS 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.

8. 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 Instant Win Game and the selection of potential winners are final and binding in all matters related to the Instant Win Game.

There will be 91 random, computer-generated winning times during the Promotion Period, 1 for each of the Instant Win Prizes listed below (except the insurance-backed prize). If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a

potential instant winner of the prize indicated. Each potential Instant Win Prize winner may be required to visit the specified website within 48 hours of receiving the win notification email to complete an online prize fulfillment form. Failure to do so, if required, will result in prize forfeiture.

There will be one (1) insurance-backed, odds-based Grand Prize that may be awarded during the Instant Win Game. The odds of winning the Grand Prize are 1:25,000,000. If this prize is indicated when you play the Instant Win Game, you are the potential winner of the prize, subject to verification. This prize may not be awarded during the Promotion Period.

Except where prohibited, each potential Grand or First 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 10 days of the date notice or attempted notice is sent, a Declaration of Compliance, Liability and Publicity Release, included with win notification ("Declaration") in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. Failure to do so will result in prize forfeiture. If any potential winner cannot be contacted, fails to complete the online fulfillment form (if applicable), fails to sign and return the Declaration (if applicable) within the required time period, or if any prize is returned as undeliverable, he/she forfeits the applicable prize. In the event that a potential winner of any prize valued at more than \$25 (**except for the insurance-backed prize**) 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, forfeited, and/or undeliverable prizes valued at \$25 or less and the Grand Prize will remain un-awarded. Second through Fifth Prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Instant Win Game. The Grand Prize will be fulfilled, if at all, 12 – 15 weeks after the end of the Instant Win Game. Trip winner will be contacted regarding prize fulfillment within 4 – 6 weeks after he or she is confirmed as a winner.

9. Prizes:

UP TO 1 GRAND PRIZE (odds-based): \$1,000,000 fulfilled as a 10-year annuity which pays out \$100,000 per year for 10 years, without interest, or a lump sum cash payout of \$850,000. Terms and conditions apply. Actual Retail Value: \$850,000.

The odds of winning the Grand Prize are based on the odds built into the Instant Win Game which are 1:25,000,000.

1 FIRST PRIZE: First Prize winner will receive a Universal Orlando Resort™ Vacation Package for winner and up to three (3) guests, consisting of: (i) round trip coach-class air transportation for up to four (4) people from a major airport near winner's home (determined by Universal Orlando in its sole discretion) to Orlando, Florida. Winner will be responsible for ground transportation to/from the airport of origin; (ii) ground transportation for up to four (4) people from/to the airport in Orlando, Florida and to/from the hotel; (iii) hotel accommodations, room and tax only, for up to four (4) people in the form of one (1) standard room (quad occupancy) at one of the Universal Orlando Resort™ on-site hotels (room and hotel to be selected by Universal Orlando) for three (3) consecutive nights. Hotel accommodations do not include meals, incidentals, tips, telephone calls, souvenirs, or any other personal expenses incurred during the trip, not specified here; and (iv) up to four (4) 3-Park, 3-Day Park-to-Park Tickets for admission to Universal Studios Florida™, Universal's Islands of Adventure™ theme parks and Universal's Volcano Bay™ water theme park.

ARV/Fair Market Value ("FMV"): \$3,652.

Vacation Package must be taken by 11/30/18 or forfeited in its entirety.

Trip must be booked at least sixty (60) days prior to intended departure date. No changes will be made to travel details or itinerary once any portion of the travel arrangements has been made. Winner and guests must be able to travel on the same itinerary. If winner and his/her guests

cannot travel within specified timeline, prize will be forfeited. If Winner elects to partake in any or all portions of his/her Prize with fewer than the allotted number of guests or no guest, the Prize will be awarded to winner and each participating guest and any remainder of the Prize will be forfeited and shall not be subject to further or alternative compensation. Winner must be eighteen (18) years of age or older. If Winner is between the ages of eighteen (18) and twenty-one (21), he/she must be accompanied by an adult of at least twenty-one (21) years of age in order to check into the on-site hotel. Unless child or ward of winner or one of the allotted guests, each guest must be eighteen (18) years of age or older as of the date of departure. All travel is subject to availability. Other restrictions may apply. All travel-related taxes and expenses not set forth herein, including baggage fees, service charges or facility charges, personal charges at hotel, ground transportation at point of origin, meals, gratuities, and incidental hotel expenses are the sole responsibility of Prize winner and guest(s). Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by Universal Orlando's airline carrier of choice as detailed in the passenger ticket contract. Winner and guests are responsible for obtaining, at their own expense, any necessary travel documentation (i.e. valid photo identification, visas, passports, etc.) prior to travel. Winner acknowledges that Universal Orlando has not and will not obtain or provide travel insurance or any other form of insurance. Prize consists of only the items specifically listed as part of the prize. Prize is nontransferable and has no cash value. For any winner who is a Florida resident, air transportation may be substituted with another method of transportation by Universal Orlando in its sole discretion. Sponsor and Universal Orlando are not responsible for cancellations or weather conditions due to circumstances beyond Sponsor or Universal Orlando's control, inability of winner or guest to take Prize trip or related benefits in accordance with applicable rules and restrictions, and/or any other difficulties occurring during or in connection with the prize trip or related activities. Universal Orlando reserves the right to substitute a similar prize or prize element of comparable value should it become unavailable for any reason. All unused portions of this prize package will remain the property of Universal Orlando. Sponsor and/or Universal Orlando will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. FMV of Prize may vary depending upon the points of departure, ground transportation, and/or airline fare fluctuations; any difference between stated FMV and final FMV of Prize will not be awarded. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Travel arrangements must be made through Universal Orlando.

All theme park tickets are valid during normal operating hours only. Operating hours and availability of attractions and shows are subject to change without notice. Some special events may be separately ticketed. Universal Orlando reserves the right to change the name of all tickets. Except as otherwise indicated herein, all tickets specifically exclude admission to special or separately ticketed "hard ticket" entertainment events at either of the theme parks, hotels, or within any of the Universal CityWalk™ venues such as Hard Rock Live® and Blue Man Group show.

Universal City Development Partners, Ltd. d/b/a Universal Orlando Resort ("Universal Orlando") is a prize supplier only in this Instant Win Game; is not a sponsor of this Instant Win Game; and is not responsible for the administration of the Instant Win Game, the collection of the entries or the conduct of the draws. Notwithstanding the foregoing, any disputes, claims, and causes of action against Universal Orlando arising out of or relating to any person's use of or participation in any portion of the First Prize shall be resolved by applying the laws of Florida, without regard to conflict of laws provisions therein, and shall be solely and exclusively brought in state or federal courts within Orange County, Florida. Such claims shall be resolved individually, without resort to any form of class action, and all such claims shall be limited to actual out-of-pocket costs incurred, but in no event to include attorneys' fees.

1 SECOND PRIZE: A mini refrigerator, all details determined by Sponsor, in its sole discretion. ARV: \$500.

1 THIRD PRIZE: A branded tailgating grill, all details determined by Sponsor, in its sole discretion. ARV: \$100.

3 FOURTH PRIZES: A \$500 Krystal gift card, terms and conditions apply. ARV: \$500.

85 FIFTH PRIZES: A limited-edition Krystal salt and pepper shaker set. ARV: \$5.

The odds of winning a First, Second, Third, Fourth, or Fifth Prize depend on the number of prizes available divided by the number of eligible Instant Win Game plays.

For All Prizes: All prize details determined by Sponsor in its sole discretion. No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize or a 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 Grand Prize and 1 other prize per person. Total ARV of All Prizes Combined: up to \$856,177.

10. Publicity: Except where prohibited, participation in the Instant Win Game constitutes entrant's consent for Sponsor and its designees to use entrant's name, prize information, likeness, city and state of residence, video, voice, any comments, testimonials or other feedback related to prize or Instant Win Game experience, whether written or oral, for promotional purposes in any media without further consideration.

11. General Conditions: In the event that the operation, security, or administration of the Instant Win Game 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 Instant Win Game to address the impairment, then resume the Instant Win Game in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Instant Win Game and award the non-insurance-backed prizes in a random drawing from among all eligible entries received up to the time of impairment. This does not apply to the Grand Prize. 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 Instant Win Game 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 Instant Win Game 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.

12. Release and Limitations of Liability: Except where prohibited, by participating in the Instant Win Game, entrants (or parent/legal guardian if entrant is a minor in his/her state of residence) agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, The Krystal Company, and its Franchisees, HelloWorld, Inc., and each of their respective parents, subsidiaries, affiliates, promotional partners, prize partners and prize suppliers, 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 Instant Win Game or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Instant Win Game; (b) technical errors related to cellular networks, computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Instant Win Game or the processing of registrations, entries, 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 Instant Win Game or receipt, use, or misuse 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 Instant Win Game 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 Instant Win Game play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Instant Win Game play, if it is possible. If the Instant Win Game, 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 non-insurance-backed prize offered herein (but not the Grand Prize). 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.

13. 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 Instant Win Game, the Official Rules, or the Sponsor's or Administrator's Privacy Policy (including Mobile Terms and Conditions) or The Krystal Company's Privacy Policy 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, Sponsor or The Krystal Company arising out of, connected to, or in any way related to the Instant Win Game, the Official Rules, or the Sponsor's Privacy Policy, Administrator's Privacy Policy (including Mobile Terms and Conditions) and/or The Krystal Company's Privacy Policy 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 Privacy Policy, Administrator's Privacy Policy (including Mobile Terms and Conditions) and/or The Krystal Company's Privacy Policy. 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, Sponsor and The Krystal Company to litigate claims in court and you, Administrator, Sponsor and The Krystal Company 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, Sponsor or The Krystal Company in any state or federal court. You agree that if you do sue in state or federal court, and Administrator, Sponsor or The Krystal Company brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator, Sponsor and The Krystal Company 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 Arbitration Rules effective September 1, 2014 (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, Sponsor or The Krystal Company. 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, Sponsor or The Krystal Company, 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 Privacy Policy, 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, Sponsor and/or The Krystal Company 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 Instant Win Game, 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.

14. Instant Win Game Results: For a list of major prize winners, visit <http://bit.ly/2u25wa9>. The winner list will be posted after winner confirmation is complete.