

Coca-Cola® & Sam's Club 100 Ways to Summer Sweepstakes

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Coca-Cola® & Sam's Club 100 Ways to 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, Sam's West, Inc. ("Sam's Club"), 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 19, 2017 and ends at 11:59 p.m. ET, August 18, 2017 (the "Promotion Period") and consists of 13 weekly entry periods (each a "Weekly Entry Period"). Administrator's computer is the official time-keeping device for this Sweepstakes.

Entry Period	Begins on (at 12:00 a.m. ET)	Ends on (at 11:59 p.m. ET)	Mail Postmark Date (if applicable)	Mail Received by Date (if applicable)	Approximate Draw Date
1	May 19, 2017	May 25, 2017	May 26, 2017	June 2, 2017	June 6, 2017
2	May 26, 2017	June 1, 2017	June 2, 2017	June 9, 2017	June 13, 2017
3	June 2, 2017	June 8, 2017	June 9, 2017	June 16, 2017	June 20, 2017
4	June 9, 2017	June 15, 2017	June 16, 2017	June 23, 2017	June 27, 2017
5	June 16, 2017	June 22, 2017	June 23, 2017	June 30, 2017	July 5, 2017
6	June 23, 2017	June 29, 2017	June 30, 2017	July 7, 2017	July 11, 2017
7	June 30, 2017	July 6, 2017	July 7, 2017	July 14, 2017	July 18, 2017
8	July 7, 2017	July 13, 2017	July 14, 2017	July 21, 2017	July 25, 2017
9	July 14, 2017	July 20, 2017	July 21, 2017	July 28, 2017	August 1, 2017
10	July 21, 2017	July 27, 2017	July 28, 2017	August 4, 2017	August 8, 2017
11	July 28, 2017	August 3, 2017	August 4, 2017	August 11, 2017	August 15, 2017
12	August 4, 2017	August 10, 2017	August 11, 2017	August 18, 2017	August 22, 2017
13	August 11, 2017	August 18, 2017	August 19, 2017	August 25, 2017	August 29, 2017

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

- a) **Make a Qualifying Purchase at a Participating Sam's Club:** During the Promotion Period, visit a participating Sam's Club retailer and make any Coca-Cola beverage purchase (each a "Qualifying Purchase"). **Be sure to keep your receipt.** Take a photo of your full receipt. **The receipt photo must be clear and legible, include the purchase date and time, and show the purchase of any Coca-Cola beverage from a Sam's Club, the price and total amount spent on the receipt.** If you use the Sam's Club Scan & Go app to complete your in-store purchase, click the menu button in the top left of the screen to access your receipt. Then, visit <http://www.samsclub.com/coca-cola/> 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 instructions to upload the photo of your full receipt. Once you successfully complete your in-store purchase and the image of your receipt has been received and validated, you will receive one entry into the Sweepstakes. **Please note – each receipt may only be uploaded 1 time. If a receipt includes more than one (1) Qualifying Product, you will only be able to upload it once and therefore only receive 1 Sweepstakes entry.**
- b) **Free Mail-In Method of Entry:** During the Promotion Period, to enter without making a purchase or a store visit, hand print your full name, street address, (no P.O. Boxes), day/evening/cellular phone number (if any), email address, and date of birth, **and the number of the Weekly Entry Period for which you are entering** on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Coca-Cola® & Sam's Club 100 Ways to Summer Sweepstakes" – Sweeps Entry," P.O. Box 5006, Department 830992, Kalamazoo MI 49003-5006. You will receive 1 entry into the Sweepstakes for that Weekly Entry Period. Limit: 1 entry per stamped envelope. All mail-in entries must be handwritten, and must be postmarked and received by the applicable dates specified in the table above. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: 1 Sweepstakes entry per person per day during the Promotion Period, regardless of method of entry. 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 specified in the table above, Administrator will select the names of the potential winners in a random drawing of all eligible entries received during the applicable Weekly Entry Period. Non-winning entries will not carry over into the subsequent drawings. The odds of winning a prize depend on the number of eligible entries received during the applicable Weekly Entry Period.

7. Requirements of Potential Winners: Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. Depending on the value of the applicable Grand Prize awarded, each potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) of a Grand Prize valued at \$600 or more 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 a potential prize winner fails to provide a Declaration of Compliance, Liability & Publicity Release or provide any other requested information, he/she may be disqualified and forfeit the applicable prize. In the event that any potential winner cannot be contacted, forfeits a prize, or is disqualified for any reason, 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. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes, once all winners are confirmed.

8. Prizes:
50 GRAND PRIZES (see table below for quantities awarded per Weekly Entry Period):

Weekly Entry Period	Quantity Awarded	Prize Descriptions Please note: all prizes (excluding Weekly Entry Period 13) will be awarded in the form of a Walmart/Sam's Club eGift Card.	Approximate Retail Value ("ARV")
Week 1	5	A "Summer Fun" prize pack (\$25 Sam's Club gift card, beach towel, portable speaker, and a Coca-Cola cooler tote bag).	\$100.00
Week 2	5	A "Summer Fit" pack (3-month supply of Dasani and a fitness tracker).	\$150.00
Week 3	5	A "Summer BBQ" prize pack (\$50 Sam's Club gift card and Coca-Cola branded BBQ tools),	\$75.00
Week 4	1	A set of 4 tires and install at a Sam's Club Tire Center, awarded in the form of a Walmart/Sam's Club eGift Card	\$1000.00
Week 5	1	A backyard swing set.	\$800.00
Week 6	5	A "Summer Fit" pack (3-month supply of Dasani and a fitness tracker).	\$150.00
Week 7	5	The "Ultimate Backyard" party pack (yard games, snacks, and Coca-Cola products).	\$100.00
Week 8	1	A backyard patio set.	\$800.00
Week 9	5	A summer pool pack (pools toys, beach towels, snacks, Coca-Cola products).	\$50.00
Week 10	5	A "Summer Fun" prize pack (\$25 Sam's Club gift card, beach towel, portable speaker, and a Coca-Cola cooler tote bag).	\$100.00
Week 11	5	A "Summer BBQ" prize pack (\$50 Sam's Club gift card and Coca-Cola branded BBQ tools).	\$75.00
Week 12	5	A "Summer Fun" prize pack (\$25 Sam's Club gift card, beach towel, portable speaker, and a Coca-Cola cooler tote bag).	\$100.00
Week 13	2	Concert tickets for winner and 3 friends, awarded as a \$400 Stubhub digital gift code	\$400.00

For All Prizing: All prizes (excluding Weekly Entry Period 13) will be awarded in the form of a Walmart/Sam's Club eGift Card. Terms and conditions of eGift cards and all gift cards apply. No substitution, exchange or transfer of prize by any winner. Sponsor reserves the

right to substitute any prize or component thereof 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: \$7,900.

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, Sam's Club, 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.
- 13. Winner List:** For a winner list, visit <http://bit.ly/2oHcCAh>. The winner list will be posted after winner confirmation is complete and will remain available for 90 days.
- 14. Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.coca-cola.com/tcccprivacypolicy>.