

Coca-Cola and SeaWorld® at Regal Cinemas®

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. Eligibility: Coca-Cola and SeaWorld® at Regal Cinemas® (the "Promotion") 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, Regal Entertainment Group ("Regal"), Sassafras Marketing, Inc., SeaWorld Parks & Entertainment, Inc., a Delaware Corporation, 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 at 12:00 a.m. Eastern Time ("ET"), May 25, 2018 and ends at 11:59 p.m. ET, June 28, 2018 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

5. How to Enter:

- a) Online Method of Sweepstakes and Instant Win Game Play: During the Promotion Period, visit www.cokeplaytowin.com/seaworldsummer 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. You will receive 1 Sweepstakes entry, subject to the eligibility restrictions herein, and will 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.

- b) Make Qualifying Purchase at Regal theatres with Crown Club Card – Sweepstakes Only: You will need a Regal Crown Club membership to enter via this method; a Regal Crown Club membership is free (for information on becoming a Regal Crown Club member, see <http://www.regmovies.com/Crown-Club>). During the Promotion Period, visit a participating Regal theatre and swipe or scan your Crown Club card or provide or enter your Crown Club card number when making a qualifying purchase at a Regal theatre concession stand of 1 Coca-Cola product fountain drink, 1 popcorn & 1 candy (collectively, a "Qualifying Purchase") and you will receive 1 entry into the Sweepstakes only. If the concession stand experiences technical difficulties and cannot accept Crown Club cards when you make a Qualifying Purchase, please enter the Sweepstakes via one of the other methods described in this Section 5. The "authorized account holder" of the Regal Crown Club membership used at the time of Qualifying Purchase will be deemed the entrant, subject to the eligibility restrictions herein.

Potential winner may be required to show proof of being the authorized account holder. You will not receive an entry into the Sweepstakes if you make a Qualifying Purchase using any Regal Crown Club credits or rewards.

- c) Free Mail-In Entry – Sweepstakes Only: During the Promotion Period, 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 "Coca-Cola and SeaWorld at Regal Cinemas – Free Sweeps Entry," P.O. Box 5035, Department 835587, Kalamazoo, MI 49003-5035. You will receive **1 entry into the Sweepstakes only**, subject to the eligibility restrictions herein. Limit: 1 entry per stamped envelope. All mailed-in entries must be handwritten, postmarked by June 29, 2018 and received by July 5, 2018. 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. The person whose information is set forth on such piece of paper and submitted by mail in accordance with this Section 5(c) will be deemed the entrant.

Limit: 1 entry per day per person via either method b or c, above, regardless of method or combination of methods of entry.

Limit: 1 Sweepstakes entry and 1 Instant Win Game play per person per day via method a above and up to 1 Sweepstakes entry per person per day via method b or c above, 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 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 OR ADMINISTRATOR, 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 WINNER STATUS 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 will be 100 random, computer-generated winning times during the Promotion Period, 1 for each of the Instant Win Game prizes below. 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. For the Sweepstakes: Administrator will randomly select the potential Sweepstakes winner on or around July 11, 2018,

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, or 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 prize. In the event that any potential winner 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. First Prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Promotion.

8. Prizes:

a. Sweepstakes Prize:

1 GRAND PRIZE: Up to 3 trips for winner and 3 guests. Approximate Retail Value ("ARV"): Up to \$20,000 (less if winner is unable to take all 3 trips in one year).

Prize package consists of up to 3 separate trips within one year for winner and 3 guests, 1 to each of the SeaWorld park locations, SeaWorld Orlando, SeaWorld San Antonio, and SeaWorld San Diego. Each trip 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); 2 nights' accommodations at Sponsor's choice of hotel (one room, quad occupancy); up to 4 tickets to the applicable SeaWorld location; a \$250 gift card that may be used for rental car allowance and spending money, terms and conditions apply; and travel agent services. All travelers for one of the trips must travel together and on same itinerary. Winner must complete the trip within 1 year from the drawing date or prize (or remaining portion of prize) will be forfeited. Winner must book trip at least 45 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 a 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. 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. 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 any ticket on the day of the event. 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.

b. Instant Win Game Prizes:

100 FIRST PRIZES: A pair of tickets to any SeaWorld park, terms and conditions apply. ARV: \$200.

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.

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. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: 1 Sweepstakes Prize and 1 Instant Win Game Prize per person. Total ARV of all prizes: \$40,000.

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, Regal Entertainment Group ("Regal"), Sassafras Marketing, Inc., SeaWorld Parks & Entertainment, Inc., a Delaware Corporation, HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the respective 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, death 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. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion 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 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, 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. Privacy: All information submitted by you as part of this Promotion and received or accessed by Regal will be treated in accordance with Regal's privacy policy available at <http://www.regmovies.com/Privacy-Policy>. To "opt out" of the disclosure of any of your personal information by Regal, e-mail Regal at privacy@regalcinemas.com or write to Regal at Regal Entertainment Group, Attn: Regal Crown Club, 101 E. Blount Avenue, Knoxville, TN 37920, providing your name, address, and Regal Crown Club card number (if any) and indicating your request to opt-out.

14. Promotion Results: For a winner list, visit <http://bit.ly/2tQ3n4R>. The winner list will be posted after winner confirmation is complete.