

## Coca-Cola Studio Canada Contest and Instant Win Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Coca-Cola Studio Canada Contest and Instant Win (the "Promotion") consists of a Contest (the "Contest") and an instant win game (the "Instant Win Game"). The Contest is open only to residents of Canada including Quebec, who are eighteen (18) years of age at the time of entry. The Instant Win Game is open only to residents of Canada including Quebec, who are thirteen (13) years of age at the time of entry. Each entrant must also have a Coca-Cola account (each an "Account") at the time of entry. Employees of Coca-Cola Ltd., The Coca-Cola Company, Coca-Cola Canada Bottling Limited, Merkle Inc. ("Administrator"), and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, provincial, territorial, municipal, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Coca-Cola Ltd., 335 King Street East, Toronto, ON, Canada M5A 1L1.  
**Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 U.S.A.

**3. Timing:** The Promotion begins on May 23, 2022 at 12:00 p.m. Eastern Time ("ET") and ends on August 31, 2022 at 11:59 p.m. ET (the "Promotion Period").

The contest consists of 10 entry periods (each an "Entry Period") as outlined below.

Contest Prize	Start Date (at 12:00 p.m. ET)	End Date (at 11:59 p.m. ET)	Approximate Draw Date (at 12:00 p.m. ET)
Governor's Ball® GA Tickets	May 23, 2022	May 23, 2022	May 24, 2022
Bonnaroo® GA Tickets	May 23, 2022	May 26, 2022	May 27, 2022
Lollapalooza® GA Tickets	May 23, 2022	June 9, 2022	June 10, 2022
Osheaga	May 23, 2022	June 16, 2022	June 17, 2022
Osheaga (2)	May 23, 2022	June 23, 2022	June 24, 2022
Îlesoniq	May 23, 2022	July 7, 2022	July 8, 2022
LASSO 2 Day Festival Pass	May 23, 2022	July 14, 2022	July 15, 2022
Khalid Album	May 23, 2022	August 4, 2022	August 5, 2022

Khalid Virtual Meet & Greet	May 23, 2022	August 18, 2022	August 19, 2022
Grand Prize: 2023 Festival Experience	May 23, 2022	August 31, 2022	September 1, 2022

Administrator's computer is the official time keeping device for this Promotion.

**4. How to Enter: You will need a Coca-Cola Account to participate.** Sponsor will use the email address and other information you provide for eligibility and notification purposes, if you are a winner, so be sure it is accurate and up to date. There are 2 ways to participate the Promotion:

- a. **a) Scan QR Code:** During the Promotion Period, visit a participating retailer, locate the Promotion signage, and purchase any size product with promotional packaging and QR code on it. Scan the QR code included on the packaging using your mobile device. Follow the links and instructions to log into or create an Account. Then, you will receive one (1) Contest entry into the applicable Entry Period drawing and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Navigate on the landing page to the entry location where you will be prompted again to scan the QR code on your packaging. Scan the promotional packaging with a QR code on it. Once on the Instant Win Game page, the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game. Upon entry into the Instant Win Game, users will be automatically entered into the Contest.

Message and data rates apply to use of mobile device for entry. You may be charged by your wireless carrier for participating via mobile device. It is therefore recommended that you consult your wireless carrier's pricing plan BEFORE participating via mobile device. Not all mobile devices offer wireless Internet access; and wireless Internet access may not be available in all areas.

- b. **Free Online Method of Entry:** During the Promotion Period, to enter the Contest and play the Instant Win Game without scanning the QR code or making a purchase, visit [here](#) and follow the links and instructions to log in or create an Account. Then, 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 automatically will receive 1 entry into the applicable Entry Period drawing. You automatically will receive one (1) Contest entry into the applicable Entry Period drawing and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

**Limit:** Each entrant may enter the Contest two (2) times per day and play the Instant Win Game two (2) times per day 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 plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use

of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. 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 holder.

**Bonus Contest Entry and Instant Win Game Play:** During the Promotion Period, after completing your registration for the Promotion, as outlined above, follow the links and instructions to click/tap the "CLAIM FREE ENTRY NOW" button. By doing so, you will receive one (1) Contest entry into the applicable Entry Period drawing and advance to the Instant Win Game page and receive one (1) bonus Instant Win Game play for that day. Once on the Instant Win Game page, the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game. Limit: One (1) bonus Contest entry and one (1) bonus Instant Win Game play per person during the Promotion Period.

**5. Contest/Instant Win Game:** Administrator is an independent 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. **Contest:** Administrator will randomly select the potential Contest winners, from all eligible entries on or around 12:00 p.m. ET on the dates outlined in Section 4 above for the applicable Entry Period in Southfield, MI U.S.A. **Instant Win Game:** One thousand nine hundred sixty (1,960) random, computer-generated winning times, one prize type per day for each prize listed in Section 8 below (quantities vary), will be generated during the Promotion Period. 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.

**6. ALL POTENTIAL 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 CONTEST SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR CONTEST 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 SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY AND IS VOID AND WILL NOT BE HONORED.**

**7. Verification of Potential Winners:** Receiving a prize is contingent upon compliance with these Official Rules. Each potential Contest Grand Prize winner will be notified by email. Each potential winner will be required to correctly answer a time-limited, mathematical skill-testing question without any assistance in order to be eligible to receive a prize. Each potential Contest winner of a prize valued at \$600 or more (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator within two (2) days of the date notice or attempted notice is sent, in order to claim his/her/their prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time-limited period (two (2) days), fails to correctly answer the skill-testing question, or the prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three

(3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at \$25 or less will remain unawarded. Physical prizes will be fulfilled approximately 8-12 weeks after the conclusion of the Promotion. Digital travel gift cards will be fulfilled approximately 8 to 10 days after Declaration is completed by potential winner and reviewed. Concert tickets will be delivered approximately 2 to 4 weeks after Declaration is completed by potential winner and reviewed for all prizes except “2023 Festival Experience” tickets which will be fulfilled in 2023.

## 8. Prizes:

### Contest Prizes:

Quantity	Prize Description	Approximate Retail Value (“ARV”) in CAD
1	<p>Winner will receive a “2023 Festival Experience” consisting of the opportunity to select up to 4 tickets (for winner and 1 guest) at a participating festival or multiple festivals in which the total number of tickets redeemed does not exceed 4. Winner will also receive one (1) \$1,000 Uber Gift Card, one (1) \$4,000 Delta Gift Card and one (1) \$2,500 Airbnb Gift Card.</p> <p>Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel.</p>	\$11,500
1	<p>Winner will receive two (2) 4-day general admission tickets to Lollapalooza® music festival ( “Festival”) located in Grant Park in Chicago, IL and scheduled to take place on July 28 – July 31, 2022.; 1 \$800 Delta gift card; 1 \$500 Airbnb gift card and 1 \$200 Uber gift card.</p> <p>Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel.</p>	\$2,800
1	<p>Winner will receive two (2) 4-day general admission tickets to Bonnaroo® Festival scheduled to take place on June 16-19, 2022 in Manchester, TN; 1 \$800 Delta gift card; 1 \$500 Airbnb gift card and 1 \$200 Uber gift card.</p> <p>Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel.</p>	\$2,600
2	<p>Each winner will receive 2 passes to the Îlesoniq Festival for 3 days valid for Friday, August 5, 2022; Saturday, August 6 2022 and Sunday, August 7 2022 at Parc Jean-Drapeau in Montreal, QC; 1 \$800 Delta gift card; 1 \$500 Airbnb gift card and 1 \$200 Uber gift card</p>	\$2,250
1	<p>Winner will receive two (2) 3-day general admission tickets to Governor's Ball® Live Nation Festival at Citi Field in New York City, NY scheduled to take place June 10 through June 12, 2022 ; 1 \$800 Delta gift card; 1 \$500 Airbnb gift card and 1 \$200 Uber gift card.</p> <p>Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel.</p>	\$2,238

6	Each winner will receive 2 passes to the Osheaga Festival 3 days valid for Friday, July 29, 2022; Saturday, July 30, 2022 and Sunday, July 31, 2022 at Parc Jean-Drapeau in Montreal, QC; 1 \$800 Delta gift card; 1 \$500 Airbnb gift card and 1 \$200 Uber gift card	\$2,170
2	Each winner will receive 2 passes to the LASSO 2 day festival valid for Friday, August 12, 2022 and Saturday, August 13, 2022 at Parc Jean-Drapeau Park in Montreal, QC; 1 \$800 Delta gift card; 1 \$500 Airbnb gift card and 1 \$200 Uber gift card	\$1,940
1	Winner will have the opportunity to attend a virtual 30-minute meet & greet with Khalid and 1 autographed Khalid album. Virtual meet & greet is scheduled to occur in September or October 2022. Sponsor neither warrants nor represents that prize can be sold or traded for the stated value; actual value depends on market conditions which fluctuate. Autographs have no cash value. Final meet & greet date subject to change at administrator or artist degredation.	\$168
5	Each winner will receive 1 autographed Khalid album	\$18

Bonnaroo, Governor’s Ball and Lollapalooza (collectively “Live Nation Festivals”).

For All Live Nation Festivals:

Winner and guest must be at least eighteen (18) years old and must abide by all venue/Live Nation Festival policies: <https://support.lollapalooza.com/hc/en-us>; <https://www.governorsballmusicfestival.com/info/>; <https://support.bonnaroo.com/hc/en-us>. If winner is a minor in his/her state of residence, the guest must be winner’s parent or legal guardian. A minor may accompany winner as a guest only if the winner is the minor’s parent or legal guardian. Minors must be accompanied at all times during the festival by minor’s parent or legal guardian. Live Nation Festival tickets delivery method is at sole discretion of Live Nation Festival Entities (defined below), which will be either sent to winner by mail, email, mobile ticketing or placed at venue Will Call the day of concert under the winner’s name. Winner must be present to pick up tickets and a valid photo ID will be required if tickets are placed at Will Call. Live Nation Festival Entities reserve the right to revoke full or partial prize from any winner or winner’s guest who they and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Live Nation Festival Entities, venue personnel into disrepute. Resale of tickets is prohibited. By claiming tickets, you agree to Front Gate’s [Terms of Use](#) and to abide by the health and safety measures in effect at the time of your event, which may include, but not be limited to, wearing masks, providing proof of vaccination status and/or providing proof of negative COVID-19 status. Should the event be cancelled, you will be notified as soon as reasonably possible.

**For All Ticket Prizes:** All details, including exact seat locations (if applicable) and all prize components, will be determined by Sponsor in its sole discretion. Sponsor is not responsible if the event is delayed, postponed or cancelled for any reason and winner will not be reimbursed. Tickets/passes may be subject to issuer’s standard rain-check policies and procedures. **NO TRAVEL OR LODGING EXPENSES INCLUDED, UNLESS SPECIFIED.** All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner. 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 and the event venue. Sponsor is not responsible if winner does not use ticket on day of event. **An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. By attending the Event, winner and winner’s guest(s) voluntarily assume all risks related to exposure to COVID-19.**

Odds of winning a Contest Prize depend on the number of eligible entries received during the Promotion Period.

**Instant Win Game Prizes:**

<b>Date</b>	<b>Quantity</b>	<b>Prize Description</b>	<b>ARV in USD</b>
May 23, 2022	30	\$30 Spotify gift card	\$30
May 24, 2022	20	\$15 DoorDash gift card	\$15
May 25, 2022	30	\$30 Spotify gift card	\$30
May 26, 2022	20	\$15 DoorDash gift card	\$15
May 27, 2022	10	Coca-Cola Branded Headphones	\$32
May 28, 2022	15	Yeti Tumbler	\$35
May 29, 2022	10	Coca-Cola Water Bottle	\$10
May 30, 2022	30	\$30 Spotify gift card	\$30
May 31, 2022	20	\$15 DoorDash gift card	\$15
June 1, 2022	30	\$30 Spotify gift card	\$30
June 2, 2022	20	\$15 DoorDash gift card	\$15
June 3, 2022	10	Coca-Cola Branded Headphones	\$32
June 4, 2022	15	Yeti Tumbler	\$35
June 5, 2022	10	Coca-Cola Water Bottle	\$10
June 6, 2022	30	\$30 Spotify gift card	\$30
June 7, 2022	20	\$15 DoorDash gift card	\$15
June 8, 2022	30	\$30 Spotify gift card	\$30
June 9, 2022	20	\$15 DoorDash gift card	\$15
June 10, 2022	10	Coca-Cola Branded Headphones	\$32
June 11, 2022	15	Yeti Tumbler	\$35
June 12, 2022	10	Coca-Cola Water Bottle	\$10
June 13, 2022	20	\$30 Spotify gift card	\$30
June 14, 2022	20	\$15 DoorDash gift card	\$15
June 15, 2022	30	\$30 Spotify gift card	\$30
June 16, 2022	20	\$15 DoorDash gift card	\$15
June 17, 2022	10	Coca-Cola Branded Headphones	\$32
June 18, 2022	15	Yeti Tumbler	\$35
June 19, 2022	10	Coca-Cola Water Bottle	\$10
June 20, 2022	30	\$30 Spotify gift card	\$30
June 21, 2022	20	\$15 DoorDash gift card	\$15
June 22, 2022	30	\$30 Spotify gift card	\$30
June 23, 2022	20	\$15 DoorDash gift card	\$15
June 24, 2022	10	Coca-Cola Branded Headphones	\$32
June 25, 2022	15	Yeti Tumbler	\$35
June 26, 2022	10	Coca-Cola Water Bottle	\$10
June 27, 2022	30	\$30 Spotify gift card	\$30
June 28, 2022	20	\$15 DoorDash gift card	\$15
June 29, 2022	30	\$30 Spotify gift card	\$30

June 30, 2022	20	\$15 DoorDash gift card	\$15
July 1, 2022	10	Coca-Cola Branded Headphones	\$32
July 2, 2022	15	Yeti Tumbler	\$35
July 3, 2022	10	Coca-Cola Water Bottle	\$10
July 4, 2022	30	\$30 Spotify gift card	\$30
July 5, 2022	20	\$15 DoorDash gift card	\$15
July 6, 2022	30	\$30 Spotify gift card	\$30
July 7, 2022	20	\$15 DoorDash gift card	\$15
July 8, 2022	10	Coca-Cola Branded Headphones	\$32
July 9, 2022	15	Yeti Tumbler	\$35
July 10, 2022	10	Coca-Cola Water Bottle	\$10
July 11, 2022	30	\$30 Spotify gift card	\$30
July 12, 2022	20	\$15 DoorDash gift card	\$15
July 13, 2022	30	\$30 Spotify gift card	\$30
July 14, 2022	20	\$15 DoorDash gift card	\$15
July 15, 2022	10	Coca-Cola Branded Headphones	\$32
July 16, 2022	15	Yeti Tumbler	\$35
July 17, 2022	10	Coca-Cola Water Bottle	\$10
July 18, 2022	30	\$30 Spotify gift card	\$30
July 19, 2022	20	\$15 DoorDash gift card	\$15
July 20, 2022	30	\$30 Spotify gift card	\$30
July 21, 2022	20	\$15 DoorDash gift card	\$15
July 22, 2022	10	Coca-Cola Branded Headphones	\$32
July 23, 2022	15	Yeti Tumbler	\$35
July 24, 2022	10	Coca-Cola Water Bottle	\$10
July 25, 2022	30	\$30 Spotify gift card	\$30
July 26, 2022	20	\$15 DoorDash gift card	\$15
July 27, 2022	30	\$30 Spotify gift card	\$30
July 28, 2022	20	\$15 DoorDash gift card	\$15
July 29, 2022	10	Coca-Cola Branded Headphones	\$32
July 30, 2022	15	Yeti Tumbler	\$35
July 31, 2022	10	Coca-Cola Water Bottle	\$10
August 1, 2022	30	\$30 Spotify gift card	\$30
August 2, 2022	20	\$15 DoorDash gift card	\$15
August 3, 2022	30	\$30 Spotify gift card	\$30
August 4, 2022	20	\$15 DoorDash gift card	\$15
August 5, 2022	10	Coca-Cola Branded Headphones	\$32
August 6, 2022	15	Yeti Tumbler	\$35
August 7, 2022	10	Coca-Cola Water Bottle	\$10
August 8, 2022	30	\$30 Spotify gift card	\$30
August 9, 2022	20	\$15 DoorDash gift card	\$15
August 10, 2022	30	\$30 Spotify gift card	\$30

August 11, 2022	20	\$15 DoorDash gift card	\$15
August 12, 2022	10	Coca-Cola Branded Headphones	\$32
August 13, 2022	15	Yeti Tumbler	\$35
August 14, 2022	10	Coca-Cola Water Bottle	\$10
August 15, 2022	30	\$30 Spotify gift card	\$30
August 16, 2022	20	\$15 DoorDash gift card	\$15
August 17, 2022	30	\$30 Spotify gift card	\$30
August 18, 2022	20	\$15 DoorDash gift card	\$15
August 19, 2022	10	Coca-Cola Branded Headphones	\$32
August 20, 2022	15	Yeti Tumbler	\$35
August 21, 2022	10	Coca-Cola Water Bottle	\$10
August 22, 2022	30	\$30 Spotify gift card	\$30
August 23, 2022	20	\$15 DoorDash gift card	\$15
August 24, 2022	30	\$30 Spotify gift card	\$30
August 25, 2022	20	\$15 DoorDash gift card	\$15
August 26, 2022	10	Coca-Cola Branded Headphones	\$32
August 27, 2022	15	Yeti Tumbler	\$35
August 28, 2022	10	Coca-Cola Water Bottle	\$10
August 29, 2022	30	\$30 Spotify gift card	\$30
August 30, 2022	20	\$15 DoorDash gift card	\$15
August 31, 2022	30	\$30 Spotify gift card	\$30

Odds of winning depend on the date/time of entry, the number of prizes remaining available at the time of entry and number of eligible Instant Win Game plays received. The number of prizes available to be won will diminish as they are awarded.

For All Prizes: Terms and conditions of gift cards apply. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: One (1) Contest prize and one (1) Instant Win Game prize per person per prize type. TOTAL ARV OF ALL PRIZES: \$33,588 USD (\$56,138 CAD).

**9. Release:** By receipt of any prize, winner agrees to release and hold harmless Live Nation Worldwide, Inc., C3 Presents, LLC and its landlords or licensors (related to Lollapalooza, Governor's Ball and Bonnaroo Festivals), if any, Founders Entertainment, LLC and its landlords or licensors (related to the Governor's Ball Festival), if any, CF Hospitality, L.L.C., Sterling Mets, L.P., Sterling Mets Front Office, L.L.C., Sterling Mets Operations, L.L.C., Queens Ballpark Company, L.L.C., the City of New York, the New York City Department of Parks and Recreation, the New York City Economic Development Corporation and the New York City Industrial Development Agency, Caring & Daring, LLC, Lollapalooza, LLC, Chicago Park District, the City of Chicago, Axis Nation, LLC and its landlords or licensors (related to the Bonnaroo Festival), if any, Festival Holdings, LLC, New Era Farms, LLC, New Era Farms II, LLC, AC Entertainment, LLC, ACSH-JV, LLC, Axis Holdings, LLC, Axis Times, LLC, and each of their respective owners, parents, partners, divisions, subsidiaries, representatives, shareholders, officers, directors,

members, managers, agents, employees, affiliates (whether direct or indirect), successors, and assigns (collectively "Live Nation Festival Entities"), Coca-Cola Ltd., Coca-Cola Canada Bottling Limited, The Coca-Cola Company, Coca-Cola bottlers, Administrator and their respective subsidiaries, affiliates, suppliers, prize providers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

**10. Publicity:** Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and province for promotional purposes in any media, worldwide, without further payment or consideration.

**11. 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, subject to the jurisdiction of Régie des alcools, des courses et des jeux du Québec, 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.

**12. Limitations of Liability:** The Sponsor, Administrator and Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any 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 or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest or Instant Win Game play, if possible. 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 stated number of prizes as set forth in these Official Rules 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, unawarded, eligible prize claims.

**13. Disputes:** Entrant agrees that: (i) 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 Courts of the Province of Ontario, Canada; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but in no event legal fees or disbursements; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT

ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 Province of Ontario, without giving effect to any choice of law or conflict of law rules (whether of the Province of Ontario or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province of Ontario. For residents of Quebec, any litigation respecting the conduct or organization of a publicity promotion may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement. The Régie des alcools, des courses et des jeux du Québec is not associated in any way with the Promotion and can in no way be held liable for any issue regarding the Promotion.

**14. Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.coca-cola.ca/policies/privacy-policy>.

**15. Winner List:** For a winner list, click [here](#). The winner list will be posted after winner confirmation is complete.

**17. Promotion Emails:** By participating in the Promotion, you agree to receive emails related to the Promotion including, but not limited to, a registration confirmation email.

**18. Unsubscribe:** To opt out of future marketing messages from Sponsor, click [here](#).

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