

Because It's Your Adventure Sweepstakes

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

- 1. Eligibility:** The Because It's Your Adventure Sweepstakes (the "Sweepstakes") is open only to legal residents of AK, AR, AZ, CA, CO, CT, DC, DE, FL, HI, IA, ID, IL, IN, LA, MA, MD, ME, MT, ND, NE, NH, NJ, NM, NV, NY, OR, PA, RI, SD, TX, UT, VA, VT, WA, and WY, who are 18 years of age or older at the time of entry. Some prizes for this Sweepstakes will be divided between 11 prize pools (each a "Division Prize Pool"), based on location of the participating Albertsons, Safeway, Vons, Jewel-Osco, Shaw's, Acme, Tom Thumb, Randalls, Pavilions, Star Market, Albertsons Market, Market Street, Amigos, Super Saver, United Supermarkets, Haggen, Lucky, or Carrs store locations. The following gives a general understanding of the states associated with each Division Prize Pool, but please see <http://bit.ly/2iAhx4L> for a complete breakdown of which stores are associated with each Division Prize Pool: Acme Division Prize Pool 1: CT, DE, MD, NJ, NY, PA. Eastern Division Prize Pool 2: DC, DE, FL, MD, VA. Houston/Southern/United Division Prize Pool 3: AR, LA, NM, TX. Intermountain/Denver Division Prize Pool 4: CO, ID, MT, ND, NE, NM, NV, OR, SD, UT, WY. Jewel Division Prize Pool 5: IA, IL, IN. NorCal Division Prize Pool 6: CA, HI, NV. Portland Division Prize Pool 7: WA, OR. Seattle Division Prize Pool 8: AK, ID, WA. Shaw's/Star Market Division Prize Pool 9: MA, ME, NH, RI, VT. SoCal Division Prize Pool 10: CA, NV. Southwest Division Prize Pool 11: AZ, CO, NM, NV, UT. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Albertsons Companies ("Albertsons"), LLC, Geometry Global, Traina Interactive Corp. dba IfOnly ("IfOnly"), 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 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 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 purchase and free method portions of the Sweepstakes begin at 12:00 a.m. Eastern Time ("ET"), February 1, 2018 and end at 11:59 p.m. ET, April 30, 2018 (the "Promotion Period"). After purchase, participants must upload their qualifying receipts on the website by April 30, 2018 at 11:59 p.m. ET. Administrator's computer is the official time-keeping device for this Sweepstakes.
- 5. How to Enter:** There are 2 ways to enter:
 - a) Make a Qualifying Purchase at a participating Albertsons and Upload your Receipt:** During the Promotion Period, make a qualifying purchase of any Diet Coke® product at a participating store before April 30, 2018. **Be sure to keep your receipt.** Not all products are available in all stores. Then, before April 30, 2018 at 11:59 p.m. ET, visit www.cokeplaytowin.com/youradventure and follow the links and instructions

to select your state of residence, then your city, then your Albertsons location from the dropdown menu. Next, complete and submit the registration form, including providing a valid home address. P.O. Boxes are not permitted. Finally, follow the directions to upload an image of your receipt. The image must be clear and legible and must include the purchase date and time, and show the qualifying products that you purchased. Once the image of your receipt is validated, you will receive 1 Sweepstakes entry into the applicable Division Prize Pool drawing, based on your registration information and receipt, for each qualifying purchase shown on the receipt.

- b) Free Mail-In Method of Entry:** During the Promotion Period, to enter without making a qualifying purchase or uploading a receipt, 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 "Because It's Your Adventure Sweepstakes – Sweeps Entry," P.O. Box 5006, Department 833939, Kalamazoo, MI 49003-5006. **You must also include your Division Prize Pool number on the outside of your envelope. Please refer to the following URL (or Section 1 above) to first find your local, participating store, then locate the name and number of the Division Prize Pool associated with your store: <http://bit.ly/2iAhx4L>.** If you fail to include your Division Prize Pool on the outside of the envelope, your entry will not be considered. You will receive 1 Sweepstakes entry into the applicable Division Prize Pool drawing. Limit: 1 entry per stamped envelope. All mail-in entries must be handwritten, postmarked by May 1, 2018 and received by May 8, 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.

Limit: 1 Sweepstakes entry per person per day during the Promotion Period, regardless of method or combination of methods 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 May 14, 2018, Administrator will select the names of the potential Grand Prize winners in a random drawing of all eligible entries received for the applicable Division Prize Pool, during the Promotion Period. The potential winners will be notified by email, mail or phone. The odds of winning a Grand Prize depend on the number of eligible entries received for the applicable Division Prize Pool, during the Promotion Period.
- 7. Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. Each potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Administrator, within 5 days of the date notice or attempted notice is sent, a Declaration of Compliance, Liability & Publicity Release ("Declaration") in order to claim his/her prize and to fulfill any such other requirements as determined by

Administrator. In the event that a potential winner cannot be contacted, fails to complete and submit a Declaration form, forfeits the 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.

8. Prizes:

11 SANTA BARBARA GRAND PRIZES (1 awarded for each Division Prize Pool): A \$1,400 gift card that may be used for hotel and air transportation to California; 2 VIP tickets to a polo match and dinner for 2 (the "Experience").

11 ART & MUSIC EXPERIENCE GRAND PRIZES (1 awarded for each Division Prize Pool): A \$1,400 gift card that may be used for hotel and air transportation to New Orleans, LA; 2 tickets to an art and music tour and dinner for 2 (the "Experience").

11 KAYAKING AND COASTAL CUISINE GRAND PRIZES (1 awarded for each Division Prize Pool): A \$1,400 gift card that may be used for hotel and air transportation to the San Juan Islands of Washington State; 2 tickets to a half-day kayaking trip through the San Juan Islands and dinner for 2 (the "Experience").

11 SAVOR, SIP, & SALSA GRAND PRIZES (1 awarded for each Division Prize Pool): A \$1,400 gift card that may be used for hotel and air transportation to Miami, FL; Salsa lesson for 2 and dinner for 2 (the "Experience").

For All Prizes:

Winners will need to coordinate their Experiences with IfOnly. Experiences must take place in August, September or October of 2018, on dates specified by IfOnly. IfOnly will provide further details of dates once the winners have been confirmed and announced. Winners cannot change the dates specified by IfOnly. If winner cannot use Experience on the specified date, he or she forfeits the prize in its entirety and, if time permits, Administrator will select an alternate potential winner. No resale or transfer of prize by any winner.

IfOnly/Sponsor is not responsible for booking any hotel or travel accommodations. IfOnly will only fulfill the applicable Experience. The IfOnly Guest Experiences team will provide all logistics to each winner. IfOnly will contact each winner once confirmed with the available dates for the Experience, fulfilled on a first-come, first-served basis. Winners cannot hold dates.

Each winner is responsible for booking the applicable transportation and hotel accommodations using the \$1,400 gift card included with each grand prize. Gift cards will be distributed by IfOnly after winners are confirmed and before the applicable travel dates.

Sponsor, Administrator, and IfOnly are not responsible for complaints or issues regarding digital codes/certificates (claims that digital code/certificate is invalid, insufficient, etc.) and winner should address any such issues with the issuer of the digital code/certificate.

The Approximate Retail Value ("ARV") of each prize is \$2,900. Travel must take place on the dates specified by Sponsor and surrounding the Experience or winner will forfeit the prize. No refund or compensation will be made in the event of the cancellation or delay of any flight. Sponsor is not responsible if any scheduled event, including any activity of the Experience, 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), winner's guest must be winner's parent/legal guardian. If winner's guest is a minor (as determined by his/her state of residence), winner must be minor's parent/legal guardian and must complete required paperwork on behalf of minor, as applicable. Travel companion 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. All details of all prizes and prize components at Sponsor's discretion. No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize or prize component 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: \$127,600.

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, content captured during or about winner's trip, (including photos, videos, interviews, voice, any comments, testimonials or other feedback related to prize or Sweepstakes experience, whether written or oral), city and state of residence for promotional purposes in any media without further consideration.
10. **General Conditions:** In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
11. **Release and Limitations of Liability:** Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Albertsons Companies ("Albertsons"), LLC, Geometry Global, Traina Interactive Corp. dba IfOnly, 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/2iTkOso>. The winner list will be posted after winner confirmation is complete.