

COCA-COLA/ESPN ZONE SOUTHWEST AIRLINES SCRATCH CARD PROMOTION

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

1. **HOW IT WORKS:** Beginning 10/1/2009 through 12/31/2009, when you visit a participating ESPN Zone and purchase a Coca-Cola® fountain beverage, you may receive a scratch card ("Scratch Card"), while supplies last. With the side of a coin, gently rub off the scratch-off area on the official game card to reveal a message. If you reveal "**Grand Prize 1 Roundtrip Ticket on Southwest Airlines,**" or "**ESPN Zone Tailgate Experience,**" or "**\$50 southwestgiftcard®**" or "**\$25 southwestgiftcard®**" or "**Champion 'How You Play' T-shirt**" or "**\$5.00 ESPN Zone Game Card**" or "**Two free plays in the Sports Arena with purchase of any advertised Game Card**" you are eligible to claim the prize/offer specified (subject to verification). To claim a prize/offer, see Rule #2. For a free chance to play, see Rule #3. If your Scratch Card reveals the message, "**Drink Coke. Play Again.**" or any message other than those stated above or is blank, you are not eligible to claim a prize/offer.
2. **TO CLAIM/REDEEM A GRAND, 1st, 2nd, 3rd OR 4th PRIZE:** After you have made a photocopy of your Scratch Card for your records, mail entire official Scratch Card, along with your complete name, street address (no P.O. Boxes) city, state/province, zip/postal code, phone number and date of birth, hand-printed on a 3" x 5" paper, to:
Coca-Cola/ESPN Zone Southwest Airlines Prize Claim
Dept. K
P.O. Box 72541
Rockford, MN 55572. Prize claims must be received by **1/28/2010**. GRAND PRIZE CLAIM MUST BE MAILED VIA REGISTERED MAIL ONLY. Verified winners will be notified by mail.

TO REDEEM 5th PRIZE OR OFFER:
Redeem your entire Scratch Card in person during normal business hours, at any participating ESPN Zone. Limit one prize/offer per person per visit. Prizes/offers may not be combined with any other prize/offer, are not redeemable for cash and must be redeemed by **2/28/10**. DO NOT MAIL ESPN ZONE GAME CARD PRIZES/OFFERS.
3. **NO PURCHASE NECESSARY:** For a free chance to play, send a self-addressed, stamped business-size (#10) envelope, via first-class mail to:
Coca-Cola/ESPN Zone Southwest Airlines Scratch Card Promotion
Dept. J
P.O. Box 72541
Rockford, MN 55572. Limit ONE request per stamped envelope. Requests for a free scratch card must be received by 1/7/2010. Odds of winning are the same as stated in Rule #5.
4. **VERIFICATION:** All claims are subject to verification. Decisions of the judges are final. All materials submitted become the sole property of Sponsor and will not be returned. Any Scratch Card that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical, mechanical or other errors, was not obtained legitimately or was distributed where prohibited by law, is null and void. Only Scratch Cards obtained via Rule #1 and Rule #3 shall be deemed to have been obtained legitimately. In the event of a printing, production or other error or irregular Scratch Card, neither The Coca-Cola Company, Coca-Cola Bottlers, ESPN Zone, ESPN Zone LA Live, Southwest Airlines, nor their respective agents and agencies shall have any liability. If, due to a printing, production or other error, more winning Scratch Cards are distributed, or more prizes/offers are claimed than are intended to be awarded for any prize/offer level per Rule #5, the intended prizes/offers will be awarded in a random drawing from among all verified prize claims received for that prize/offer level. In no event will Sponsor be obligated to award more than the stated number of prizes/offers. Scratch Cards may not be transferred or sold. Not responsible for late, lost, damaged, delayed, incomplete, illegible, mutilated, postage due, misdirected mail or mail not received by the deadline set forth in Rule #2 or #3.
5. **APPROX. NUMBER OF AVAILABLE PRIZES/OFFERS, APPROX. RETAIL VALUES & APPROX. ODDS OF WINNING A PRIZE/OFFER INSTANTLY (ODDS ARE BASED ON ALL AVAILABLE SCRATCH CARDS BEING DISTRIBUTED. UNCLAIMED PRIZES/OFFERS WILL NOT BE AWARDED.)** Prizes/offers consist of only the items specifically listed as part of the prize/offer:

(24) Grand Prizes: One (1) roundtrip airline ticket on Southwest Airlines. Approximate Retail Value (ARV): \$400.00 each. Odds 1:12,520. Tickets issued by Southwest Airlines will bear the date of issue and the date of expiration; tickets must be used by 2/28/11. Expiration dates will not be extended, and tickets will not be refundable or redeemable for cash or credit at any time, nor will tickets be replaced if lost or stolen. Tickets valid on Southwest-operated, published, scheduled service only. Tickets cannot be resold to a third party. No substitutions are allowed. Certain restrictions may apply. Travel may be booked up to two (2) hours prior to departure and is based on seat availability. All travel-related expenses or other expenses, not set forth herein are the sole responsibility of Grand Prize winner.

(3) First Prizes: An ESPN Zone Tailgate Experience for Four (4) which includes: seating for four (4) in a private area of an ESPN Zone or in leather recliners in Screening Room of an ESPN Zone; four (4) \$10 game cards; four (4) vouchers valid for 25% off any one item in the ESPN Zone retail store; one (1) tailgate appetizer plate and other food

and non-alcoholic beverages for up to three (3) hours (not to exceed \$300 including tax and tip. Winner responsible for any additional charges and transportation to and from ESPN Zone). ARV: \$340.00. Odds: 1:100,166

(250) Second Prizes: A \$50 southwestgiftcard®. ARV: \$50.00 each. Odds: 1:1,202.

(500) Third Prizes: A \$25 southwestgiftcard®. ARV: \$25.00 each. Odds: 1:601.

A southwestgiftcard® is redeemable at **southwest.com**, 1-800-I FLY SWA, or Southwest Airlines ticket counter for air travel only. A southwestgiftcard never expires and has no fees. Gift card is not valid toward Group Tickets, Vacations or Cruise packages. Only four total forms of payment, including southwestgiftcards, may be combined per purchase. Gift card is nonrefundable and not redeemable for cash or credit except where required by law. Gift card is not replaceable if lost, stolen, or destroyed. Protect the card like cash. For balance check, visit **southwest.com** or call 1-866-393-2081. Activation or use of southwestgiftcard constitutes acceptance of all terms and conditions, a list of which may be reviewed at www.southwest.com/gift_cards/terms_conditions.html

(100) Fourth Prizes - Champion "How You Play" T-shirt (size XL). ARV: \$10.00 each. Odds 1:3,005.

(1,000) Fifth Prizes - \$5.00 ESPN Zone Game Card. ARV: \$5.00 each. Odds: 1:301. Game Card subject to the terms, conditions and restrictions as listed on card.

(1,000) Offers – Two (2) FREE Plays in the Sports Arena with purchase of any advertised Game Card. ARV: \$10.00 each. Odds: 1:301.

6. **GENERAL RULES:** Scratch Cards available until 12/31/2009 or while supplies last. Game open only to residents of the 48 contiguous United States, and the District of Columbia ("DC"). Employees of The Coca-Cola Company and its "Promotional Participants" (i.e. Coca-Cola Bottlers, ESPN Zone, ESPN Zone LA Live, Southwest Airlines, Champion Athleticwear and each of their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this promotion) and their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible. Void where prohibited by law. No substitution, cash redemption or transfer of prize/offer by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Potential Grand and First Prize winners (or winner's parent/legal guardian if winner is deemed a minor in his/her state of residence) must sign and return a Release of Liability/Publicity Release within ten (10) days of attempted notification. Noncompliance within this time period may result in disqualification. Return of any prize/offer or prize/offer notification as undeliverable may result in disqualification. If the Grand Prize or First Prize winner is considered a minor in his/her state of residence, prize will be awarded in the name of his/her parent/legal guardian. Sponsor reserves the right to substitute prize/offer of equal or greater value. Acceptance of prize/offer constitutes permission to the Sponsor and its Promotional Participants to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize/offer, winner (or winner's parent/legal guardian, if winner is deemed a minor in his/her state of residence) agrees to release and hold harmless Sponsor, its Promotional Participants and their respective directors, officers, employees and assigns against any and all claims, damages, losses, expenses and liability arising out of acceptance/use of prize/offer. Entrants (or entrant's parent/legal guardian, if entrant is deemed a minor in his/her state of residence) assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Promotion or the acceptance or use of any prize/offer. By participating in this Promotion, entrants (or entrant's parent/legal guardian, if entrant is deemed a minor in his/her state of residence) agree to be bound by the Official Rules and the decisions of the judges. Sponsor is not responsible for any typographical or other error in the printing, the offering or the announcement of any prize/offer or in the administration of the Promotion.
7. For names of winners of prizes valued at \$25 or more, available after 2/28/2010, send a separate, self-addressed, stamped (#10) envelope to:
Coca-Cola/ESPN Zone Southwest Airlines Prize Winners
Dept. L
P.O. Box 72541
Rockford, MN 55572, to be received by 1/7/2010.
8. **SPONSOR:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA, 30313