

It's On.

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

- 1. Eligibility:** The It's On (the "Sweepstakes") is open only to legal residents of the 48 contiguous United States (and D.C.) who are 18 years of age or older at the time of entry. Employees of The Coca-Cola Company, Coca-Cola Bottlers, Southwest Airlines Co., addOne Marketing Solutions, Disney Regional Entertainment LLC, L.A. Sports Restaurant, LLC, ePrize, LLC, and their respective parent companies, subsidiaries, affiliates, and agents and those prize providers and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void in Alaska, Hawaii, and where prohibited by law.
- 2. Sponsor:** The Sweepstakes is sponsored by Coca-Cola North America, a division of The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313. **Administrator:** ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.
- 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/or 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"), October 1, 2009 and ends at 11:59 p.m. ET, December 31, 2009 (the "Promotion Period"). The Promotion Period consists of 3 one-month entry periods (each a "Monthly Entry Period") and 1 grand prize entry period (the "Grand Prize Entry Period") as outlined in the chart below:

Entry Period	Start Date (12:00 a.m. ET)	End Date (11:59 p.m. ET)	Approximate Drawing Date
1	October 1, 2009	October 31, 2009	November 5, 2009
2	November 1, 2009	November 30, 2009	December 1, 2009
3	December 1, 2009	December 31, 2009	January 5, 2010
Grand Prize	October 1, 2009	December 31, 2009	January 5, 2010

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

- 5. How to Enter:** During the Promotion Period, visit www.southwest.com/espnzone and follow the links and instructions to complete the registration. Complete and submit the registration, including providing a valid home address. P.O. Boxes are not permitted. You automatically will receive 1 entry into the Sweepstakes. Limit: 1 Sweepstakes entry per day during the Promotion Period. Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than 1 entry per day by using multiple/different email addresses,

identities, registrations or logins, or any other methods will void that participant's entries and that participant 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 holder.

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 listed in the chart in Section 4, Administrator will select the names of the potential winners in a random drawing of all eligible entries received during each of the Monthly and Grand Prize Entry Periods. Non-winning entries will carry over into subsequent drawings. The potential winners will be notified by mail or email. The odds of winning a prize depend on the number of eligible entries received during the Promotion Period.
7. **Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. Each potential 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, an Affidavit of Eligibility, 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 any potential winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential winner is disqualified for this and/or any other reason, if time permits, 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 prize will not be awarded. First and Second Prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Instant Win Game.
8. **Prizes:** 1 GRAND PRIZE (FOR THE GRAND PRIZE ENTRY PERIOD): Football Fantasy Weekend includes two (2) roundtrip, open destination tickets on Southwest Airlines valid for travel from a major airport near winner's home served by Southwest Airlines. Tickets valid on Southwest-operated, published, scheduled service only. (determined by Sponsor in its sole discretion). 3 days and 2 night accommodations at Sponsor's choice of hotel (single room, double occupancy); gift card in the amount of \$500 which winner may use towards the purchase of 2 tickets to a football game of winner's choice (subject to availability); and \$500 spending money. All travelers must travel on same itinerary. Winner must complete the trip within 1 year from the drawing date or prize will be forfeited. Winner must book trip at least 21 days prior to departure. Travel subject to availability and blackout dates. Travel must be roundtrip. 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. The Sponsor is not responsible if winner's choice of the football game is delayed, postponed or cancelled for any reason and winner will not

be reimbursed for tickets. 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 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 ticket on day of event. Approximate Retail Value ("ARV"): \$2,500. 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. 3 FIRST PRIZES (1 PER MONTHLY ENTRY PERIOD): \$2,000 check that can be used for an ESPN Zone Party for 20 people at an ESPN Zone location of winner's choosing. ARV: \$2,000. 6 SECOND PRIZES (2 PER MONTHLY ENTRY PERIOD): 2 roundtrip Southwest Airlines tickets (terms and conditions apply). Winner must complete the trip within 1 year from the drawing date or prize will be forfeited. Winner must book trip at least 21 days prior to departure. Travel subject to availability and blackout dates. Travel must be roundtrip. 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. ARV: \$800. Tickets issued by Southwest Airlines will bear the date of issue and the date of expiration. 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 may not be sold to a third party. No substitutions are allowed.

Total ARV of All Prizes: \$13,300. No substitution, exchange or transfer of prize by winner. Sponsor reserves the right to substitute any prize for one of equal or greater value. Each prize winner is responsible for all taxes and fees associated with prize receipt and/or use. Limit: 1 Monthly Entry Period prize per person.

9. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, likeness 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 these Official Rules 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, Southwest Airlines Co., addOne Marketing Solutions, Disney Regional Entertainment LLC, L.A. Sports Restaurant, LLC, ePrize, LLC, 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; provided that if it is not possible to award another entry for any reason, Sponsor, at its 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. Sweepstakes Results:** Winner List requests will only be available after the promotion end date (listed above). To request a list, send a self-addressed, stamped

envelope to: "It's On" c/o ePrize, LLC, P.O. Box 8070, Royal Oak, MI 48068-8070 or
send an email with Subject Line: "It's On" to WinListRequests@eprizefulfillment.com.