

NO PURCHASE REQUIRED TO ENTER OR WIN.

- 1. Eligibility:** The Coca-Cola Bottling Company United HBCU Tailgate Package Contest (the "Contest") is open only to legal residents of Alabama 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, LRY Media Group LLC, 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 Contest 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 Contest is subject to all applicable federal, state, and local laws and regulations and is void outside of Florida and where prohibited by law.
- 2. Sponsor:** Coca-Cola Bottling Company United, 4600 East Lake Blvd, Birmingham, AL 35217. **Administrator:** LRY Media Group, LLC, 1120 Beacon Parkway East #402, Birmingham, AL 35209.
- 3. Agreement to Official Rules:** By participating in the Contest, 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 Contest.
- 4. Promotion Period:** The Contest begins at 12:00 a.m. Central Time ("CT"), August 22, 2018 and ends at 11:59 p.m. CT, October 22, 2018 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Contest.
- 5. How to Enter:** During the Promotion Period, scan QR Code, upload selfie of "Classic Drum Major" standee or signage using #magiccityclassic2018, or visit <http://www.cokeentertowin.com> 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. Then, if it is your first time participating in this Contest, complete the steps to enter to win. You automatically will receive 1 entry into the Contest. **Limit: 1 Contest entry per person 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 1 entry per day 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 Contest. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, contest 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 winner may be required to show proof of

being the authorized account holder. Although the winner will not be determined by judging, Sponsor reserves the right to disqualify any potential winner if it finds any inappropriate, hateful, or other content in the entry materials that is not consistent with Sponsor's brand and/or image.

6. **Drawing: Administrator is an independent organization whose decisions as to the selection of the potential winner are final and binding. On or about August 30, 2018. Administrator will select the name of the one potential winner in a random drawing of all eligible entries received during the Promotion Period. The potential winner will be notified by email, mail or phone. The odds of winning the prize depend on the number of eligible entries received during the Promotion Period. It is possible that a winner will not accept the prize. If this occurs, Sponsor reserves the right to select an alternate in any way that it sees fit in the spirit of these Official Rules.**
7. **Requirements of Potential Winner: Potential winner must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. The potential Winner will be eligible for the tickets and therefore 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 in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential prize winner fails to provide a Declaration of Compliance, Liability & Publicity Release or any other requested information (as applicable), he/she may be disqualified and forfeit the tickets. In the event that the potential winner cannot be contacted, forfeits the prize, or is disqualified for any 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 applicable tickets will not be awarded. Confirmed winner will be contacted approximately 3 - 4 weeks after confirmation regarding ticket fulfillment details.**
8. **Prizes: Magic City Classic Package - The Magic City Classic will be in Birmingham, Alabama scheduled for Saturday, October 27, 2018, but subject to change).**
9. **The Prize is 10 game tickets to the 2018 Magic City Classic Football Game in Birmingham, Alabama and at Sponsor's option either a turkey fryer or BBQ Smoker and 5 cases of Coca-Cola products. 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. 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. No substitution,**

exchange or transfer of tickets by winner. Sponsor reserves the right to substitute any prize or component for one of equal or greater value. Each winner is responsible for all taxes and fees associated with prize receipt and/or use. If Sponsor awards multiple Prizes (which decision is in Sponsor's sole and absolute discretion), there is a limit of one (1) Prize per person. The total Approximate Retail Value of the Prize is \$500.

10. **Publicity:** Except where prohibited, participation in the Contest and/or acceptance of any prize constitutes entrant's consent for Sponsor, all other Released Parties (defined below), and their designees to use entrant's name, likeness, prize information, city and state of residence for promotional purposes in any media without further consideration. The following hashtag will be used to promote the contest: **#MAGICCITYCLASSIC2018**
11. **General Conditions:** In the event that the operation, security, or administration of the Contest 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 Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Contest 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 Contest 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 Contest 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. **Release and Limitations of Liability:** Except where prohibited, by participating in the Contest, entrants agree to release and hold harmless The Coca-Cola Company, Sponsor, LRY Media Group 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 Contest or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Contest 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 Contest 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 Contest 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 Contest entry, if it is possible. If the Contest, 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.

13. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest 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 Northern District of Alabama (or the appropriate Alabama State Court located in Jefferson County, Alabama; 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 Contest, 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 Contest, shall be governed by, and construed in accordance with, the laws of the State of Alabama, without giving effect to any choice of law or conflict of law rules (whether of the State of Alabama or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Alabama.
12. Winner List: For a winner list, visit <http://www.cokeentertowin.com>. The winner list will be posted after winner confirmation is complete.