

Coca-Cola® Presents
Celebrate Togetherness with Coca-Cola Sweepstakes
OFFICIAL RULES

NO PURCHASE OR STORE VISITATION NECESSARY TO ENTER OR WIN. A PURCHASE OR STORE VISITATION WILL NOT INCREASE YOUR CHANCES OF WINNING.

THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES OR THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR OLDER AT TIME OF ENTRY.

VOID OUTSIDE THE GEOGRAPHIC ELIGIBILITY LISTED ABOVE AND WHERE PROHIBITED.

1) SWEEPSTAKES PERIOD: The Celebrate Togetherness with Coca-Cola Sweepstakes (the “Sweepstakes”) starts on **July 17, 2024** at 12:00:00 AM Eastern Time (“ET”) and ends on **August 11, 2024**, at 11:59:59 PM ET (the “Sweepstakes Period”). The “Administrator” (as defined below) runs the official clock for the Sweepstakes and will solely determine the time by which an entry is received.

2) ELIGIBILITY: The Sweepstakes is open only to legal residents of the 50 United States or the District of Columbia who at time of entry are 18 years of age or older. Employees and non-employee workers of The Coca-Cola Company (the “Sponsor”), Coca-Cola Bottlers, IGA, Inc., the International Olympic Committee (“IOC”), the International Paralympic Committee (“IPC”), the United States Olympic and Paralympic Committee (“USOPC”), Los Angeles Organizing Committee for the Olympic and Paralympic Games 2028 (“LA28”), United States Olympic and Paralympic Properties, LLC (“USOPP”), all participating National Olympic Committees and their individual athletes, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives, and employees (together with the IOC, the IPC, USOPC, LA28, and USOPP, “Olympic Entities”), Marden-Kane, Inc. (the “Administrator”), and each of their respective parent companies, affiliates, subsidiaries, advertising, promotion, and internet agencies, suppliers and any other companies engaged in the development, administration, production, fulfillment or distribution of materials for this Sweepstakes (collectively the “Released Entities”) and the immediate families (spouse and parents, children and siblings, and their respective spouses regardless of where they live) and individuals living in the same households, whether related or not, of the foregoing, are not eligible to enter or win a prize. Each entrant (the “Entrant” or “Participant”) by participating in the Sweepstakes agrees to be bound by the Official Rules and by Sponsor’s and/or Administrator’s decisions, which are final and binding in all matters related to this Sweepstakes. Void where prohibited or restricted by law. This Sweepstakes is subject to all applicable federal, state, and local laws and regulations.

3) HOW TO ENTER THE SWEEPSTAKES: During the Sweepstakes Period access the online entry form by scanning the Quick Response (“QR”) code found on special Sweepstakes displays at participating IGA locations OR by visiting www.IGA.com/Coke-Olympic-Sweepstakes. To enter, follow the instructions to complete and submit the online entry form, including providing your full name, address, city, state, zip code, mobile phone number and a valid email address. As part of the Sweepstakes entry process, Entrants will be required to indicate that they have read, accept, and agree to be bound by these Official Rules. By completing and submitting the required information the Entrant will receive one (1) entry into the Sweepstakes (the “Entry”). **Limit of one (1) Entry per person using only one (1) email address per day.** Entries in excess of this limit are

void. For the purposes of this Sweepstakes, a day is defined as the calendar day beginning at 12:00 AM ET and ending the same day at 11:59 PM ET. Entries received in excess of the limits stated herein will be void. Any entry information collected for/from the Sweepstakes shall be used only in a manner consistent with these Official Rules.

When using a web-enabled mobile device, message and data rates apply. You agree to incur any and all charges demanded by your wireless carrier. Not all mobile devices offer wireless Internet access; and wireless Internet access may not be available in all areas. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Except where prohibited by law, Entrants irrevocably grant to the Released Entities, their affiliates, agents and licensees, the royalty-free right and permission to unconditionally reproduce, store, transmit, publish, display, use or reuse their name and prize information, as well as any other information or materials arising out of participation in the Sweepstakes for advertising, promotional, commercial, publicity and/or any other purposes (without limitation), in any and all media now or hereafter known, in any language, throughout the world, and in any manner without further review, notice, approval, consideration or compensation to the Entrant. Unless prohibited by law, Entrants waive any rights of privacy, rights of publicity, intellectual property rights, and other rights that may preclude the Released Entities from using or disclosing all or any part of an Entry in any manner and for any purpose. By participating, Entrants further release the Released Entities from any future claims arising out of any use or disclosure of Entrants' participation consistent with these Official Rules. By participating, Entrants acknowledge and agree that Entrants will not now or in the future be paid or compensated in any way for participation or for granting the Released Entities any of the rights set out in these Official Rules, whether chosen as a winner or not. Entrants further agree that the Released Entities are not obligated to make use of any of the rights granted in these Official Rules.

4) RANDOM DRAWING: A random drawing to select potential winners will be held on or about **August 13, 2024**, from among all eligible Entries received in the Sweepstakes. The drawing will be conducted by a representative of Sponsor, whose decisions are final. Odds of winning depend on the total number of eligible Entries received.

5) PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”):

One (1) Grand Prize consisting of a \$5,000 Lodging Voucher redeemable for vacation rental/lodging.
Ten (10) Official Paris 2024 Olympic autographed basketballs (ARV \$200 each)*
Ten (10) Official Paris 2024 Olympic limited edition autographed volleyballs (ARV \$200 each)*
Ten (10) Nike Official Paris 2024 Olympic limited edition ball caps (ARV \$48 each)
Three (3) Nike Brasilia Medium Backpacks (ARV \$46.15 each)
Twenty (20) Official Paris 2024 Olympic Team USA limited edition Tumblers (ARV \$13.29 each)
Twenty-Five (25) Official Paris 2024 Olympic limited edition Tote Bags (ARV \$4.75 each).

*There is no retail value associated with the autographs.

The total ARV of all prizes available to be won in the Sweepstakes is \$10,003.

Limit one (1) prize per person. All prizes will be awarded provided a sufficient number of eligible Entries are received.

No substitutions, cash equivalents, or transfer of a prize permitted except at the sole discretion of the Sponsor, who reserves the right to substitute a prize (or portion thereof) with one of comparable

or greater value. Prize may not be sold, bartered, or exchanged by winner. Prize consists of only those items specifically listed as part of the prize. Sponsor makes no warranties, and hereby disclaims any and all warranties, expressed or implied, concerning any prize furnished by third parties in connection with the Sweepstakes. At Sponsor's sole discretion, prize may vary to what has been advertised, pictured, etc. **Released Entities are not responsible for damage or loss of a prize after it has been delivered to a confirmed winner.** Prizes will be fulfilled within 4-6 weeks following winner's verification of eligibility.

6) LODGING VOUCHER RESTRICTIONS: Lodging Voucher is subject to separate terms and conditions specified by the issuer. Lodging must be booked through the designated entity named on the Lodging Voucher. Winner is solely responsible for determining and complying with all applicable booking procedures and restrictions. Winner is responsible for all travel related costs associated with use of the Lodging Voucher. A credit will not be issued if the full value of the Lodging Voucher is not utilized. All other expenses including but not limited to any necessary airfare, meals, travel documentation fees, etc. will be the sole responsibility of the winner.

7) POTENTIAL WINNER NOTIFICATION AND PRIZE FULFILLMENT: Potential winners are subject to eligibility verification and compliance with these Official Rules and will be contacted by email. The potential Grand Prize winner (and parent/legal guardian if the potential Grand Prize winner is considered a minor in his/her state of residence) will be required to complete, sign, and return the following documents (collectively, the "Documents"): [1] an Affidavit of Eligibility and Liability Release and where legal, a Publicity Release and [2] IRS Form W-9 to include winner's social security number that will be used only for the purpose of reporting the winner's prize earnings to the Internal Revenue Service (as required for prize awarded over \$600 in value). If a potential winner (i) cannot be contacted after a reasonable attempt has been made (as determined in Sponsor's sole discretion); or (ii) fails to respond to a notification and/or return the completed Documents by the date stated in the notification email; or (iii) refuses the prize; or (iv) the prize or prize notification is rejected or returned as undeliverable, then such potential winner will be disqualified and forfeits all rights to be deemed a winner and an alternate potential winner will be notified. Upon prize forfeiture, no compensation will be given. Only three alternates will be contacted in an attempt to award a prize, after which the prize will remain unawarded.

8) OTHER INFORMATION: All federal, state, and other tax liabilities arising from a prize are the sole responsibility of the prize winner. Sponsor and/or Administrator will not enter into any correspondence with non-winning Entrants. The Official Rules prevail should there be any conflict or uncertainty relating to this Sweepstakes based on information or advice provided by any of the Released Entities.

9) CONDUCT: By entering this Sweepstakes and/or receiving a prize, Entrants and each prize winner agree to be bound by these Official Rules and waive any rights to claim ambiguity in the Sweepstakes or these Official Rules. These Official Rules are accessible at www.IGA.com/Coke-Olympic-Sweepstakes throughout the Sweepstakes Period. Failure to comply with these Official Rules will result in disqualification. The Sponsor reserves the right, at its sole discretion, to disqualify any individual: (a) suspected of tampering with the Entry process or the operation of the Sweepstakes; (b) to be acting in any manner deemed by the Sponsor to be in violation of the Official Rules; or (c) to be acting in any manner deemed by the Sponsor to constitute unsportsmanlike or disruptive behavior, or with intent to annoy, abuse, threaten or harass any other person. **CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB**

SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10) LIMITATIONS OF LIABILITY: The Released Entities assume no responsibility or liability for (a) any incorrect or inaccurate Entry information, or for any lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of Entries at any point in connection with the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers, mobile device, or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the Internet or any combination thereof; or (e) any injury or damage to the Entrant's or to any other person's computer or mobile device, which may be related to or resulting from any attempt to participate in the Sweepstakes or download any materials from the Sweepstakes. If, for any reason, the Sweepstakes is not able to run through completion for reasons which may include, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, including any other factors beyond Sponsor's reasonable control such as war, riots, terrorism, civil unrest, strikes, blackouts, supply shortages, order of governmental authority, an "act of God" (e.g., natural disasters, weather, etc.) or an unforeseeable health event (e.g. pandemic or epidemic), then the Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, without further liability to the Entrants or third parties. In the event the Sweepstakes is cancelled, Sponsor reserves the right to award prize from among all eligible non-suspect Entries received prior to the time of the action or event warranting such cancellation. With regard to this Sweepstakes, the Sponsor will only contact those Entrants deemed as a potential winner for purposes of clearance and awarding of the prize.

11) ENTRANT AND WINNER RELEASES: All Entrants, as a condition of Entry into the Sweepstakes, agree to release and hold harmless the Released Entities from and against any and all liability, loss, claims, demands or actions of any kind whatsoever for injuries, damages, costs, or losses to persons or property which may be sustained in connection with: (a) submitting an Entry or otherwise participating in any aspect of the Sweepstakes; (b) the acceptance, receipt, ownership, use or misuse of any prize awarded; (c) any typographical or other error in these Official Rules or the announcement of the offering of the prize; or (d) any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Each prize winner recipient shall bear all risk of loss or damage to the prize after it has been delivered.

Entrants agree to be bound by these Official Rules and consent to the use of their names, address, photographs, any statements made by Entrants, actual or simulated likenesses, and/or biographical information for public relations, advertising and promotional purposes in perpetuity, throughout the universe, by Sponsor and its designees in any and all media, whether now known or hereafter devised, without notice or further compensation, unless prohibited by law.

12) PRIVACY: By entering the Sweepstakes, you grant the Sponsor permission to use your personal information in accordance with Sponsor's privacy policy located at <https://us.coca-cola.com/privacy-policy/>. By participating in the Sweepstakes, Entrants hereby acknowledge that they have read and accepted Sponsor's privacy policy. Information collected from Entrants (such as name, postal address, and email address) will not be re-used, sold, or shared in any manner by the Sponsor or any third parties unless Entrant has opted-in to receive additional information and marketing or promotional material from the Sponsor or a third party.

13) GENERAL: Any attempt by a person to use multiple e-mail accounts to enter more than once will result in disqualification. Entries will be deemed made by the authorized account holder of the e-mail address used at time of Entry. In the event of a dispute over who submitted a winning Entry, the authorized account holder of the e-mail address attached to that winning Entry will be declared the winner. "Authorized Account Holder" is defined as the natural person assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domain associated with the e-mail address in question. Potential winner may be asked to provide Sponsor with satisfactory proof that he/she is the Authorized Account Holder of the e-mail address associated with a potential winning Entry. Entry generated by a script, macro or other automated means will be disqualified. Entries that are incomplete, illegible, or corrupted are void and will not be accepted.

14) DISPUTES AND GOVERNING LAW: This Sweepstakes is conducted in English (which will be given its everyday ordinary meaning), and Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resorting to any form of class action, and exclusively by the United States District Court for Atlanta, Georgia or the appropriate Georgia State Court; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in the 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 participant and Sponsor's in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules (whether of the State of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia.

15) WINNER'S LIST: To receive a copy of the winner's list, available after **August 30, 2024** or when all winners have been verified, send an email with subject line: "Celebrate Togetherness with Coca-Cola Sweepstakes" to winnerslist@mardenkane.com. All such requests must be received by September 30, 2024.

16) SPONSOR AND ADMINISTRATOR: Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313. The Administrator is Marden-Kane, Inc., 575 Underhill Blvd., Suite 222, Syosset, NY 11791.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

The Olympic Entities, Nike and prize providers are not sponsors or administrators of this Sweepstakes and shall have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded.

Copyright 2024 Marden-Kane Inc. All rights reserved. Entrants are hereby authorized to copy these Official Rules on the condition that it will be for the Entrant's personal use only.

Poster, Other Advertising – Disclaimer	Full Disclaimer	COPY IN THE FOOTER SHOULD BE IN A LEGIBLE FONT. NO PURCHASE/STORE VISITATION NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW. Sweepstakes begins at 12:00 AM ET on 7/17/2024 and ends at 11:59 PM ET on 8/11/2024. Participation limited to residents of the 50 United States and the District of Columbia who are 18 years of age or older at time of entry. For complete details see Rules at www.IGA.com/Coke-Olympic-Sweepstakes . Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.
Poster (short version – when space is limited)	Minimal Disclaimer	COPY IN THE FOOTER SHOULD BE IN A LEGIBLE FONT. NO PURCHASE/STORE VISITATION NECESSARY. VOID WHERE PROHIBITED. Ends 8/11/2024. Limited to residents of the 50 U.S. & D.C., 18+. For complete details see Rules at www.IGA.com/Coke-Olympic-Sweepstakes . Sponsor: The Coca-Cola Company.
Social	Minimal Disclaimer	No Purchase Necessary. 50 U.S. & D.C., 18+. Ends 8/11/2024. Rules: www.IGA.com/Coke-Olympic-Sweepstakes

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Disclaimer Requirements