

2009 ESPN Zone/Coca-Cola Double Header Promotion

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** 2009 ESPN Zone/Coca-Cola Double Header Promotion (the "Sweepstakes") is open only to legal residents of California, Colorado, District of Columbia, Georgia, Illinois, Maryland, Nevada and New York who are My Coke Rewards members and thirteen (13) years of age or older at the time of entry. Employees of The Coca-Cola Company, Coca-Cola Bottlers, Disney Regional Entertainment ("ESPN Zone"), ePrize, LLC, and their parent companies, subsidiaries, affiliates, suppliers and their respective agents 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 where prohibited by law.

2. **Sponsors:** The Sweepstakes is sponsored by Coca-Cola North America, a division of The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313 and Disney Regional Entertainment, Inc., 500 S. Buena Vista Street, Burbank, CA 91521-6882. **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 Sponsors 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"), April 1, 2009, ends at 11:59 p.m. ET, August 31, 2009 (the "Promotion Period") and consists of 5 entry periods as set forth in the chart below:

Entry Period	Begins at 12:00 a.m. ET:	Ends at 11:59 p.m. ET:	Mail-In Entries Postmarked By:	Mail-In Entries Received By:	Drawing Occurs on or Around:
1	April 1, 2009	April 30, 2009	May 1, 2009	May 8, 2009	May 11, 2009
2	May 1, 2009	May 31, 2009	June 1, 2009	June 8, 2009	June 9, 2009
3	June 1, 2009	June 30, 2009	July 1, 2009	July 8, 2009	July 9, 2009
4	July 1, 2009	July 31, 2009	August 1, 2009	August 10, 2009	August 11, 2009

5	August 1, 2009	August 31, 2009	September 1, 2009	September 8, 2009	September 9, 2009
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Non-winning entries carry over into subsequent entry periods. Administrator's computer is the official time-keeping device for this Sweepstakes.

- 5. How to Enter:** During the Promotion Period, purchase any Coca-Cola beverage at a participating ESPN Zone to obtain a scratch-off card ("Card") (while supplies last). Scratch the specified surface of the Card to reveal a code ("Code"). During the Promotion Period, visit www.mycokerewards.com and log in to your My Coke Rewards Account ("Account"). If you do not have an Account, follow the onscreen directions to create one (see Section #6 for details on becoming a My Coke Rewards member). After registering/logging in, credit the Code to your Account where indicated and follow the links and instructions for entry into the Sweepstakes. You will have the opportunity to receive one (1) entry into the Sweepstakes for each Code entered during the Promotion Period.

No Purchase Necessary Method of Entry: During the Promotion Period, mail a 3"x5" piece of paper with your name, address, day/evening phone number in an envelope with proper postage to: "2009 ESPN Zone/Coca-Cola Double Header Promotion," c/o ePrize, LLC, P.O. Box 2170, Royal Oak, MI 48068-2170. All entries must be postmarked and received by the dates listed in the chart in Section 4. Limit: One (1) entry per envelope. All mail-in entries must be hand printed. All entries become the exclusive property of Sponsors, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsors. Sponsors are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

For All Entries: Limit: One (1) Sweepstakes entry per day during the Promotion Period, regardless of method of entry. Multiple participants are not permitted to share the same email address or Account. Any attempt by any participant to obtain more than one (1) entry per day by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that participant's entries and that participant may be disqualified. 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.

- 6. How to Join My Coke Rewards:** Click on the sign up link and follow the instructions to register as a My Coke Rewards member. To become a member, you must have a unique valid email address. Accounts cannot be shared.
- 7. 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 set forth in the chart in Section 4, Administrator will

select the name of the potential winners in a random drawing of all eligible entries received by that entry period's "Mail-In Entries Received By Date." The potential winners will be notified by mail or email. The odds of winning a prize in each entry period depend on the number of eligible entries received by the "Mail-In Entries Received By Date" for that entry period listed in the chart in Section 4.

- 8. Requirements of Potential Winners:** Each potential winner must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. Each potential Grand Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Administrator, within five (5) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize and fulfill any such other requirements as determined by Administrator, or prize will be forfeited. If the potential Grand Prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential Grand or First Prize winner is disqualified for this and/or any reason, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, up to three (3) alternates. If the alternate potential winners are disqualified, the prize will not be awarded. Unclaimed Second and Third Prizes will remain un-awarded.
- 9. Prizes:** FOUR (4) GRAND PRIZES (one (1) prize per Entry Periods 1 through 4, only): A trip to see your favorite baseball team play a baseball game to be awarded in the form of two (2) \$600 Delta vouchers; a \$150 voucher good for one (1) night accommodation at a hotel of Sponsor's choice (single room, double occupancy); and \$400 spending money, a portion of which winner can apply towards purchasing baseball tickets to a game of his/her choice. Approximate Retail Value ("ARV"): \$1,750.

ONE (1) ENTRY PERIOD 5 GRAND PRIZE: A VIP Party for you and up to nineteen (19) friends at a participating ESPN Zone location. Package includes use of a private room, Sponsor selected food and Sponsor selected non-alcoholic beverages for up to three (3) hours, inclusive of sales tax and gratuity. Alcoholic beverages not included in prize package. If winner is a minor (as determined by his/her state of residence), then one (1) of winner's companions must be his/her parent/legal guardian. If one (1) of winner's friends is a minor in that person's state of residence, then Sponsor may require that the one (1) of the winner's other guests be that minor friend's parent/legal guardian. ARV: \$2,000.

FIVE (5) FIRST PRIZES (one (1) prize per Entry Period): A Rawlings baseball/softball package including winner's choice of one (1) leather glove from the Heart of Hide Series, one (1) 5150 Series baseball/softball bat; and one (1) player preferred baseball/softball bag. ARV: \$500.

TWENTY (20) SECOND PRIZES (four (4) prizes per each Entry Period): An ESPN Customer Products handheld baseball video game. ARV: \$15. The ARV is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed.

FIFTY (50) THIRD PRIZES (ten (10) prizes per Entry Period): A \$10 ESPN Zone game card. ARV: \$10. Terms and conditions apply.

For Travel Vouchers: Terms and conditions of vouchers apply. Vouchers expire **June 29, 2010**. Voucher redemption may be subject to availability and blackout dates. 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 Airtran as detailed in the passenger ticket contract and the travel voucher. All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner. If any of 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. If winner is a minor (as determined by his/her state of residence), then winner's travel companion must be his/her parent/legal guardian. 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.

For All Prizes: Each prize is non-transferable and no substitution will be made except as provided herein at the Sponsors' sole discretion. Sponsors reserve the right to substitute a prize for one of equal or greater value if it should become unavailable for any reason. Each prize winner is responsible for all taxes and fees associated with prize receipt and/or use. Total ARV of all prizes: \$13,050. Limit: One (1) prize per person.

- 10. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsors and their designees to use entrant's name, likeness and state of residence for promotional purposes in any media without further consideration.
- 11. Privacy:** Information collected from entrants is subject to The Coca-Cola Company's Privacy Policy (<http://www2.coca-cola.com/privacy.html>).
- 12. 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 Sponsors may, in their 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) award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. Sponsors reserve the right in their sole discretion to disqualify any individual they find 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 Sponsors reserve the right to seek damages from any such person to the fullest extent permitted by law. The Sponsors' failure to

enforce any term of these Official Rules shall not constitute a waiver of that provision.

- 13. 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, Disney Regional Entertainment, Inc., ePrize, LLC, and their respective parents, subsidiaries, affiliates, suppliers and their respective agents and agencies, and their respective officers, directors, employees and agents (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, cash registers, printers or telephone or network lines; (c) printing or production errors; (d) errors in the generation or processing of codes; (e) errors in the administration of the Sweepstakes or the processing of entries; (f) late, lost, or undeliverable mail; or (g) 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, Sponsors, at their 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 stated number of prizes as set forth herein to be available and/or claimed, Sponsors reserve the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.
- 14. 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 Sponsors 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.

- 15. Sweepstakes Results:** For a list of winners, send a self-addressed, stamped envelope to: "2009 ESPN Zone/Coca-Cola Double Header Promotion, Win List Request," c/o ePrize, LLC, P.O. Box 8070, Royal Oak, MI 48068-8070 or send an email with Subject Line: "2009 ESPN Zone/Coca-Cola Double Header Promotion, Win List Request" to WinListRequests@eprizefulfillment.com. Requests must be received by January 9, 2010.

2009 ESPN Zone/Coca-Cola Double Header Promotion
Abbreviated Rules

1. ABBREVIATED RULES for TV and Radio

NO PURCHASE NECESSARY. OPEN TO MY COKE REWARDS MEMBERS, 13 AND OLDER WHO ARE LEGAL RESIDENTS OF CA, CO, DC, GA, IL, MD, NV AND NY AT TIME OF ENTRY. VOID WHERE PROHIBITED. Sweepstakes ends: 8/31/09. For Rules, mail-in method of entry, complete details, and how to become a My Coke Rewards Member, visit the "Contest" page within the "Rewards and Contests" listing of www.mycokerewards.com. Sponsors: The Coca-Cola Company and Disney Regional Entertainment, Inc.

2. ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. OPEN TO MY COKE REWARDS MEMBERS 13 AND OLDER WHO ARE LEGAL RESIDENTS OF CA, CO, DC, GA, IL, MD, NV AND NY AT TIME OF ENTRY. VOID WHERE PROHIBITED. Sweepstakes ends: 8/31/09. For Official Rules, mail-in method of entry, prize description, odds disclosure, and how to become a My Coke Rewards Member, visit the "Contest" page within the "Rewards and Contests" listing of www.mycokerewards.com. Sponsors: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313 and Disney Regional Entertainment, Inc., 500 S. Buena Vista Street, Burbank, CA 91521-6882.

3. Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends: 8/31/09. To play and for Official Rules, visit the "Contest" page within the "Rewards and Contests" listing of www.mycokerewards.com.

4. Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. My Coke Rewards Members who are legal residents of CA, CO, DC, GA, IL, MD, NV and NY, 13 years or older at time of entry. Ends: 8/31/09. To play and for Official Rules, including odds, mail-in method of entry, prize description, and how to become a My Coke Rewards Member, visit the "Contest" page within the "Rewards and Contests" listing of www.mycokerewards.com. Void where prohibited.