

FCL ENTERTAINMENT SYSTEM GIVEAWAY

OFFICIAL RULES

NO PURCHASE REQUIRED TO ENTER OR WIN. TEXT MESSAGING IS NOT REQUIRED FOR ENTRY. EACH TEXT MESSAGE SENT OR RECEIVED MAY INCUR A CHARGE AS PROVIDED IN YOUR RATE PLAN. MESSAGE AND DATA RATES MAY APPLY. IF YOU ENTER VIA TEXT MESSAGING, YOU WILL RECEIVE UP TO 5 TEXT MESSAGES IN RESPONSE TO YOUR ENTRY. TEXT MESSAGING MAY NOT BE AVAILABLE THROUGH ALL WIRELESS CARRIERS.

1. Eligibility: The FCL Entertainment System Giveaway (the "Contest") is open only to residents of Alberta, British Columbia, Manitoba, Ontario, and Saskatchewan, who have reached the age of majority in their place of residence at the time of entry except the employees, officers, directors, representatives and agents of Coca-Cola Refreshments Canada Company, Coca-Cola Ltd., The Coca-Cola Company, HelloWorld, Inc., LPi Communications Group Inc., Federated Co-op Limited, The Marketplace, Calgary Co-op, Sony of Canada Ltd, Sony Computer Entertainment Canada, Electronic Arts Inc., the authorized bottlers or distributors of Coca-Cola® products and their respective advertising and promotion agencies, or any of the respective affiliates, related entities, successors or assigns or persons domiciled with any of the above. The Contest is subject to all applicable federal, territorial, provincial and municipal, laws and regulations and is void outside of the listed places.

2. Sponsor: Coca-Cola Refreshments Canada Company, 335 King Street East, Toronto, Ontario, Canada M5A 1L1. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069, U.S.A.

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 12:00:00 a.m. Eastern Time ("ET") June 12, 2014 and ends at 11:59:59 p.m. ET, July 17, 2014 (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Contest.

5. How to Enter: There are 2 ways to enter:

- a) **Text Message Method of Entry:** During the Promotion Period, using your 2-way text-messaging-capable device (each a "Device"), text the keyword CELEBRATE TOGETHER to the short code 30364. Then, input the requested information to confirm your age. If you are eligible, you will receive 1 entry into the Contest. If you wish to opt out, text **STOP to 30364. Text HELP to 30364 if you would like more information.** Send questions to questions@eprizefulfillment.com. By texting CELEBRATE TOGETHER to 30364, you agree to give Sponsor and Administrator permission to send you **up to 5 text messages in response to your entry** related to the FCL Entertainment System Giveaway.

If you enter the Contest by text message, your wireless service provider's text **message and data rates may apply**. Entrants should consult their wireless service provider's pricing plan for details. You agree to incur any and all charges demanded by your wireless carrier. The Device that is used must be capable of sending and receiving text messages. Entrants should check their Device's features to see if they have that capability and check the Device manual for specific use instructions. Entry via text messaging may be limited and may not be available through all wireless carriers or on all handsets. Carriers vary by region.

- b) **Online Alternate Method of Entry:** During the Promotion Period, visit www.cokeplaytowin.com/celebratetogether and follow the links and instructions to complete and submit the online entry form, including providing a valid email address and home address. P.O. Boxes are not permitted. You will automatically receive 1 entry into the Contest.

Limit: Only 1 Contest entry per person per day during the Promotion Period, regardless of method of entry. Multiple participants are not permitted to share the same email address or Device. Any attempt by any participant to obtain more than 1 entry per day by using multiple/different email addresses, Devices, identities, registrations or logins, or any other methods will void that participant's entries and that participant may be disqualified from the Contest. 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 entry, the authorized account holder of the Device or 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. Otherwise, the "authorized account holder" of a Device is the natural person in whose name the Device has been issued and the services are billed. Potential winners may be required to show proof of being the authorized account holder. Personal information submitted will be used for the purpose of administration of the Contest.

6. Prize Draw Selection: Administrator is an independent organization whose decisions as to the selection of the potential winners are final and binding. On or around July 18, 2014, Administrator will select the names of the potential winners in a random drawing of all eligible entries received during the Promotion Period. 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 comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. If a potential winner entered via text messaging, he/she will be notified by phone and/or text message at the phone number of the Device used to enter the Contest and he/she must respond within 48 hours with the requested contact and mailing information or forfeit the prize. If a potential winner entered online, he/she will be contacted by email, mail or phone via the information provided at the time of entry. Each potential winner will be required to correctly answer a time-limited, mathematical skill-testing question without any assistance in order to be eligible to receive a prize. In addition, each potential winner will be required to sign and return to Administrator, within 5 business 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 a potential winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential winner cannot be contacted within 48 hours of the initial attempt of notice, fails to respond as described above (text-messaging method of entry only), forfeits the prize, fails to answer the skill-testing question correctly, or is disqualified for any reason, 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 prize will not be awarded. Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Contest.

8. Prizes: Consists of one (1) of ten (10) Grand Prizes of a prize package consisting of a Sony Plasma Television, PlayStation PS4 Console and an EA SPORTS FIFA 14 video game for the PS4. Approximate Retail Value ("ARV"): \$830 CAD. The ARV of electronic prizes 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. No prize substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute a prize for one of equal or greater value. Winners are responsible for all taxes and fees, if any, associated with prize receipt and/or use. Limit: 1 prize per person.

9. Publicity: Except where prohibited, participation in the Contest constitutes entrant's consent for Sponsor and their designees to use entrant's name, prize information, likeness, and place 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 Contest is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem,

the Sponsor may, in their 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.

11. Release and Limitations of Liability: Except where prohibited, by participating in the Contest, entrants agree to release and hold harmless the employees, officers, directors, representatives and agents of Coca-Cola Refreshments Canada Company, Coca-Cola Ltd., The Coca-Cola Company, HelloWorld, Inc., LPi Communications Group Inc., Federated Co-op Limited, The Marketplace, Calgary Co-op, Sony of Canada Ltd, Sony Computer Entertainment Canada, Electronic Arts Inc., the authorized bottlers or distributors of Coca-Cola® products, 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, cellular networks, 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, use or misuse 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 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.

12. Dispute Resolution: You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Contest, the Official Rules, or the Sponsor's Privacy Policy (<http://www.coca-colacompany.com/our-company/privacy-policy#TCCC>) and/or Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>) (including Mobile Terms and Conditions) will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Contest, the Official Rules, or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions), you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions). You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, Michigan 48069, U.S.A. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with

the International or American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective rights to a jury trial or a state or federal judge or the equivalent court in Canada. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court or the equivalent court in Canada. You agree that if you do sue in state or federal court or the equivalent court in Canada, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the International or American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (and as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate. The place of arbitration shall be Oakland County, Michigan.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions), if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Contest, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the Province of Ontario without giving effect to any choice of law or conflict of law rules.

13. Winner List: For a winner list, visit <http://bit.ly/1sQLHJO>. The winner list will be posted after winner confirmation is complete.