

## BLACK HISTORY MONTH COCA-COLA PRIZE PACK SWEEPSTAKES



### OFFICIAL RULES

#### NO PURCHASE NECESSARY

1. **ELIGIBILITY:** Open only to legal residents of AL who are 18 years of age or older as of 2/13/12.

Employees of The Coca-Cola Company and its "Promotional Participants" (i.e., Coca-Cola Bottlers, WBLX-FM and their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this promotion), and their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step brother, step-sister, half-brother, half-sister and spouse's of each) and/or those

living in the same household of each are not eligible. Void outside AL and where prohibited by law.

2. **HOW TO ENTER:** Beginning 2/13/12 through 2/24/12 listen to WBLX-FM weekdays at designated time for the Black History Month Coca-Cola Prize Pack Sweepstakes announcement. When prompted, be the designated caller to win a Coca-Cola Prize Pack (subject to eligibility). Odds of being a designated caller depend upon the total number of calls received, the time of day the calls are made and the order in which they were received.

Not responsible for faulty or mis-transcribed telephone communication, dropped calls, incorrect announcements or technical failures of any kind. Limit one (1) Prize Pack per person/household. **WARNING:** Online listeners to streamed broadcasts may experience a lag in transmissions due to buffering limitations. Promotion participants should not rely on streamed broadcasts.

3. **PRIZES & APPROXIMATE RETAIL VALUES ("ARV"):** (10) Coca-Cola Prize Packs- one (1) Coca Cola 12 pack Can Cooler, one (1) Coca-Cola Duffel Bag and one (1) Coca-Cola 12 pack. ARV: \$59 each. Prizes consist of only those items specifically listed as part of the prize. Sponsor reserves the right to substitute prize of equal or greater value.

4. **GENERAL RULES:** No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. All materials submitted become the property of the Sponsor and will not be returned. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate may be selected. Acceptance of prize constitutes permission to the Sponsor, the Promotional Participants and their advertising and promotional agencies to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, except, where prohibited by law. By entering promotion, entrants agree to release and hold harmless, The Coca Cola Company and its Promotional Participants and their

respective related companies, parents, subsidiaries, limited liability companies, affiliates, directors, officers, employees, assigns and their respective agents and agencies ("Released Parties") from and against any claim or cause of action arising out of participation or attempt to participate in the promotion or receipt or use of any prize.

By accepting prize winners release and agree to indemnify and hold the Sponsor and the Released Parties harmless against any and all claims and liability out of acceptance, possession, use or misuses of prize, or participation in this promotion. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or misuse or redemption of any prize and accept and agree to be bound by these Official Rules. Any violation of these rules may result in disqualification. Sponsor and the Promotional Participants are not responsible for any typographical or other error in the printing, the offering or the announcement of any prizes or in the administration of the Promotion.

5. WINNERS LIST: For the names of the winners, available after 2/24/12, send a self-addressed, stamped (#10) envelope to: Black History Month Coca-Cola Prize Pack Sweepstakes Winners List, 2800 Dauphin Street, Suite 104, Mobile, AL 36606 to be received by 3/1/12.

6. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313