



**COCA-COLA / BASHAS' LAS VEGAS EXPERIENCE SWEEPSTAKES
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING**

1. **ELIGIBILITY:** The Coca-Cola/Bashas' Las Vegas Experience Sweepstakes ("Sweepstakes") is open only to legal residents of Arizona and New Mexico who are 18 years of age or older at the time of entry. Employees of Swire Coca-Cola, USA ("Sponsor") and its "Promotional Participants" (i.e., The Coca-Cola Company, Coca-Cola Bottlers, participating Bashas' Supermarkets and Bashas' Dine stores, Gage Marketing Group, LLC and each of their respective parent companies, 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/or those living in the same household of each are not eligible to enter or win a prize. Void outside Arizona and where prohibited by law. This Sweepstakes is subject to all federal, state and local laws and regulations. Past winners whose prize winnings exceed \$600 in the previous twelve (12) months, whether in one or more sweepstakes presented and/or sponsored by Swire Coca-Cola, USA, are not eligible to enter or win a prize in this promotion.
2. **AGREEMENT TO OFFICIAL RULES:** By participating in this Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Sweepstakes.
3. **TWO WAYS TO ENTER:**
 - A. Beginning at 12:00:00 AM Mountain Time (MT) on 1/31/18 until 11:59:59 PM MT on 3/13/18 (the "Promotion Period"), each time you visit a participating Bashas' Supermarket or a Bashas' Dine store and use your Thank You Rewards Card with the purchase of \$10 worth of 12-packs, 8-packs, single cans or bottles of Diet Coke products in one single transaction (plus tax, CRV and deposit as applicable), you will receive one (1) entry into the Sweepstakes. Limit one (1) entry per Rewards Card per transaction.
 - B. To enter without making a purchase, on a plain piece of 3" x 5" paper, hand print your complete name, street address (no P.O. Boxes), city, state, ZIP code, daytime phone number and age. (If you do not have a phone, indicate "No Phone." Failure to comply with this or any other Official Rule will result in disqualification.) Mail entry in a hand addressed, business-size (#10) envelope with first-class postage affixed, to: Coca-Cola/Bashas' Las Vegas Experience Sweepstakes, Swire Coca-Cola, Marketing Dept., 12634 S 265 W, Draper, UT 84020. Entries must be received by 3/16/18. Limit one (1) entry per stamped envelope. No mechanically reproduced entries permitted. Illegible and/or incomplete entries are void.
4. **RANDOM DRAWING/WINNER NOTIFICATION:** Potential prize winner will be selected in a random drawing held on or about 3/19/18 from among all eligible entries received. Odds of winning depend on the number of eligible entries received. Potential prize winner will be notified via express courier at the address listed in his/her Bashas' Thank You Rewards Card account or provided on 3" x 5" mail-in entry. Potential prize winner must sign and return an Affidavit of Eligibility/Release of Liability form within seven (7) days of notification. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate winner may be selected.
5. **PRIZE & APPROXIMATE RETAIL VALUE ("ARV"):** One (1) Prize: a trip for two (2) to Las Vegas, NV. Trip includes round trip coach airfare from airport closest to winner's residence to Las Vegas, NV; 2 nights hotel accommodations (one room, double occupancy) at a Sponsor-specified hotel; and one (1) \$200 Sponsor-specified gift card. ARV: \$1,800. Actual retail value may vary depending on airfare fluctuations. Any difference between stated approximate retail value and actual value will not be awarded. All other travel-related expenses, including but not limited to ground transportation, parking, luggage fees, meals, gratuities and incidental hotel and personal expenses are the sole responsibility of the winner. If winner elects to travel

without a travel companion, no additional compensation will be awarded in lieu thereof. Once trip is booked, any changes made at winner's request are at winner's expense. Winner and his/her guest must possess required travel documents (e.g. valid Photo ID) prior to departure and must travel together on the same itinerary. If guest of the winner is a minor (as determined by his/her state of residence), winner must be minor's parent/legal guardian. Gift Card is not redeemable or exchangeable for cash and is subject to all terms and conditions of use as established by issuer. Grand prize winner will be issued an IRS Form 1099 for the retail value of the prize and is advised to seek independent counsel regarding the tax implications of his/her respective prize winnings. Prize consists of only the items specifically listed as the prize. No cash redemption, substitution, or transfer of prize by winner permitted. Sponsor reserves the right to substitute prize of equal or greater value.

6. **PUBLICITY:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor to use winner's name, likeness, prize information, city and state of residence for promotional purposes in any media without further consideration.
7. **RELEASE AND LIMITATIONS OF LIABILITY/GENERAL RULES:** Except where prohibited, by participating in this Sweepstakes, entrants agree to release and hold harmless, Swire Coca-Cola, USA, The Coca-Cola Company, Coca-Cola Bottlers, Bashas' Supermarkets, Bashas' Dine stores, Gage Marketing Group, LLC and their respective parent companies, subsidiaries, affiliates, promotional partners, representatives, shareholders, successors, assigns, 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 or attempt to participate in the Sweepstakes or receipt or use of any prize, or any prize related activity, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, electronic network, computer or data transmission errors, outdated or incorrect Rewards Card data or for electronic, network or computer/scanner failures or malfunctions, cards scanned incorrectly, or other technical errors of any kind; (c) printing errors; incorrect announcements of any kind; (d) errors in the administration of the Sweepstakes or the processing of entries; lost, late, damaged, delayed, incomplete, unintelligible or misdirected entries, postage due entries or entries not received by the entry deadline; or (e) 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, use or misuse of any prize or prize related activity or travel. 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, if it is possible. Sponsor reserves the right to cancel or modify the promotion if fraud, misconduct or technical failures destroy the integrity of the promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by Sponsor, in its sole discretion. If entry via Rule 3A is so cancelled, prize will be awarded in a random drawing from among all eligible entries received via the Rule 3A prior to the time of termination and all eligible entries received via Rule 3B. For purposes of determining eligibility and awarding prize, entries made via the Rule 3A will be declared made by the authorized account holder, regardless of who actually made the purchase. The potential winner may be requested to provide Sponsor with proof that the participant is the authorized account holder of the rewards phone number associated with the selected entry. Any use of robotic, automatic, programmed or the like methods of participation will void all submissions by such methods. No more than the stated number of prizes will be awarded. All materials submitted become the property of the Sponsor and will not be returned. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes promotional materials and the terms and conditions of these Official Rules, these Official Rules shall prevail and govern.
8. **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 resorting to any form of class action, and exclusively by the United States District Court for Salt Lake City, Utah or the appropriate Utah 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 entering any Promotion, 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's in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Utah, without giving effect to

any choice of law or conflict of law rules (whether of the State of Utah or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Utah.

9. NAME OF WINNER: For the name of the winner, available after 3/26/18, send a separate, self-addressed, stamped (#10) envelope to: Coca-Cola/Bashas' Las Vegas Experience Sweepstakes Win List, Swire Coca-Cola, Marketing Dept., 12634 S 265 W, Draper, UT 84020, to be received by 3/30/18.
10. SPONSOR: Swire Coca-Cola, USA, 12634 S 265 W, Draper, UT 84020. The Coca-Cola Company is not a sponsor of this Promotion.
ADMINISTRATOR: Gage Marketing Group, LLC, 10000 Highway 55, Minneapolis, MN 55441.

Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. Open only to residents of AZ & NM, 18+ at time of entry. Void outside AZ, NM & where prohibited by law. Past winners whose prize winnings exceed \$600 in the previous 12 months, whether in 1 or more sweepstakes presented and/or sponsored by Swire Coca-Cola, USA, are not eligible to enter or win a prize in this promotion. Sweepstakes starts 1/31/18 & ends 3/13/18. To enter without making a purchase, on a 3" x 5" paper, print name, address (no P.O. Boxes), phone number & age and mail to: Coca-Cola/Bashas' Las Vegas Experience Sweepstakes, Swire Coca-Cola, Marketing Dept., 12634 S 265 W, Draper, UT 84020, to be received by 3/16/18. Subject to complete Official Rules at www.swirecc.com/Bashaslasvegassweepstakes. Sponsor: Swire Coca-Cola, USA, Draper, UT.