

# Coca-Cola and Shaw's Summer Basket Catch Giveaway

## Official Rules

### NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Coca-Cola and Shaw's Summer Basket Catch Giveaway (the "Sweepstakes") is open only to legal residents of Massachusetts, Maine, New Hampshire, Rhode Island, and Vermont who are 18 years of age or older at the time of entry. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Albertsons Companies d/b/a Shaw's Supermarkets and Star Market, HelloWorld, Inc., and their respective parent companies, subsidiaries, affiliates, and agents and those prize providers and agencies that are involved in the development or execution of this Sweepstakes or any of its materials, and the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void outside of the listed states and where prohibited by law.
2. **Sponsor:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.  
**Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.
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 Sponsor and 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 6, 2018 and ends at 11:59 p.m. ET, September 28, 2018 (the "Promotion Period"). Shaw's Supermarkets' computer is the official time-keeping device for this Sweepstakes.
5. **How to Enter:** There are 2 ways to enter:
  - a) **Shop at a Shaw's Supermarket location and have 3 Coca-Cola beverage products in Your Basket:** During the Promotion Period, Administrator will select 27 random Shaw's Supermarket locations at which an employee of Shaw's Supermarkets on the "Basket Catch Team" will select a random shopper. If you are at one of the selected locations during the time when a random shopper is chosen and if you are selected by the "Basket Catch Team," if you have 3 Coca-Cola beverage products in your shopping cart, you will be the potential winner of one of the Grand Prizes. There will be at least 2 selected locations in each of Shaw's 9 regions.
  - b) **Mail-In Free Method of Entry:** During the Promotion Period, to enter without making a purchase or visiting a Shaw's Supermarket, hand print your full name, street address, (no P.O. Boxes), day/evening/cellular phone number (if any), email address and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Coca-Cola and Shaw's Summer Basket Catch Giveaway – Sweeps Entry," P.O. Box 5046, Department 835447, Kalamazoo MI 49003-5046. You will receive 1 entry into the Sweepstakes. Limit: 1 entry per stamped envelope and 1 entry per day during the Promotion Period, via this method of entry. All entries submitted through mail-in entry will represent an individual Shaw's Supermarket location when the stores are randomly selected. All mail-in entries must be handwritten, postmarked by September 29, 2018 and received by October 6, 2018. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than 1 entry per day by using multiple/different email addresses, identities, registrations or logins, or any other methods will void that entrant's entries and that entrant may be disqualified from the Sweepstakes. 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 online entry, the authorized account holder of the 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. Potential winners may be required to show proof of being the authorized account holders.

6. **Drawings:** Administrator is an independent judging organization whose decisions as to the selection of the random stores or free method of entry are final and binding. Shaw's Supermarkets' decisions as to the selection of dates, times, and potential in-store winners are final and binding. See Section 5 a for in-store selection process. On or about October 10, 2018, if the mail-in method is randomly selected as one of the "winning locations," Administrator will select the name of the potential winner of the applicable prize in a random drawing of all eligible entries received via that method, during the Promotion Period. The potential winner will be notified by email, mail or phone. The odds of winning a prize in this Sweepstakes will depend on whether your store and/or the mail-in method of entry is randomly selected to have a prize as well as the number of eligible entrants during the Promotion Period.
7. **Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. Each potential Grand Prize winner will be required to sign and return to Shaw's Supermarkets, within 5 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 Shaw's Supermarkets. If a potential prize winner fails to provide a Declaration of Compliance, Liability & Publicity Release or any other requested information (as applicable), he/she may be disqualified and forfeit the prize. In the event that a potential winner cannot be contacted, forfeits the prize, or is disqualified for any reason, Shaw's or Administrator will select an alternate potential winner in a random drawing as specified above, up to 3 alternates. If the alternate potential winners are disqualified, the applicable prize will not be awarded. Prizes will be fulfilled in person after the Declaration is completed, unless the winner was selected via mail-in entry, in which case the prize will be fulfilled approximately 8 to 10 weeks after the conclusion of the Sweepstakes.
8. **Prizes: 27 GRAND PRIZES:** A prize package comprised of a 4-pack of tickets to a Boston Red Sox home baseball game; access for 4 to batting practice or the broadcast booth (subject to availability); a parking pass; a \$100 gas gift card; 4 t-shirts; 4 hats; 1 custom bag; and a \$50 gift card that may be used for concessions at the game. Seating, date of game, colors, sizes, and styles of all prize components, and all other prize details determined by Sponsor, in its sole discretion. Terms and conditions of tickets and gift cards apply. Sponsor is not responsible if any scheduled event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Tickets may be subject to issuer's standard rain-check policies and procedures. All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by

the ticket. Sponsor is not responsible if winner does not use ticket on day of event. Approximate Retail Value ("ARV"): \$1,440. Winner will not receive difference between actual and approximate retail value.

For All Prizes: Terms and conditions of all prize components apply. No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize for one of equal or greater value, particularly tickets to a 2019 game if it is too late in the season to award a 2018 game. Each winner is responsible for all taxes and fees associated with prize receipt and/or use. Limit: 1 prize per person.

9. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, likeness, prize information, city and state 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 Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Sponsor may, in its 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) cancel the Sweepstakes 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes, entrants agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Albertsons Companies d/b/a Shaw's Supermarkets and Star Market, HelloWorld, Inc., 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 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, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes 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 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, if it is possible. If the Sweepstakes, 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. 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 Sponsor 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.
- 13. Winner List:** For a winner list, visit <http://bit.ly/2tayPdU>. The winner list will be posted after winner confirmation is complete.