

COCA-COLA / TACO MAC OLYMPIC GAMES SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE NECESSARY
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING

1. **ELIGIBILITY:** The Coca-Cola/Taco Mac Olympic Games Sweepstakes (“Sweepstakes”) is open only to legal residents of NC, GA & TN who are 18 years of age or older at the time of entry. Employees of The Coca-Cola Company (“Sponsor”), and the “Promotional Participants” (i.e. CocaCola Bottlers, Taco Mac, Gage Marketing Group, LLC, the International Olympic Committee (“IOC”), U.S. Olympic Committee (“USOC”), the Organizing Committee for the South Korea 2018 Winter Olympic Games, all members of participating national teams and their individual athletes and each of their respective related parent companies, affiliates, subsidiaries, agents, advertising and promotion agencies and suppliers that are involved in the development or execution of this Sweepstakes) and each of their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, stepbrother, step-sister, half-brother, half-sister and/or spouses of each) and/or those living in the same household of each are not eligible to enter or win a prize. This Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void outside NC, GA, TN and where prohibited by law.
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/Administrator, which are final and binding in all matters related to the Sweepstakes.
3. **HOW TO ENTER:** Beginning at 12:00:00 AM Eastern Time (ET) on 1/28/18 through 11:59:59 PM (ET) on 2/24/18 take a photo at a participating Taco Mac of yourself with any of the Olympic athlete standees. Using your Instagram account, share your photo and include the hashtag #Tagforswagsweepstakes and @tacomacofficial tag to receive one (1) entry. ***Posting a photo on Instagram requires a mobile device and message and data rates may apply.***

Your shared content must contain all of the required elements in order for you to be considered for a prize. Regrams are not eligible for this Sweepstakes. Your shared content must not contain any offensive, disparaging or otherwise inappropriate content, and must comply with the restrictions listed below, as determined by Sponsor in its sole discretion, or it may not be approved, it may not be considered eligible shared content, and you may not be permitted to win a prize in this Sweepstakes. Your Instagram account and associated content must be public or you may not be able to participate in the Sweepstakes or be considered for a prize. If you do not have an Instagram account, visit Instagram (www.instagram.com) and follow the links and instructions to create one, subject to terms determined by Instagram. Limit: You may enter up to one (1) time per calendar day during the Promotion Period, regardless of method of entry or number of Photos shared. To avoid violating the spamming guidelines of the social media platforms, each Photo should be unique.

Restrictions:

- The shared content must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The shared content must be relevant to the Sweepstakes and the required elements must be included, not just the hashtags and tag, in isolation;
- The shared content must not disparage Sponsor, Taco Mac, The Olympics or any other person or party affiliated with the Sweepstakes;
- The Photo portion of the shared content, should not feature visible brand names or trademarks other than those owned by Sponsor, Taco Mac and The Olympics, which entrant has a limited license to use to incorporate in his/her Photo for this Sweepstakes;
- The shared content must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The shared content must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;

- The shared content must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where shared content is created;
- The shared content cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means;
- The shared content must not include any private information of a third party such as name, address, phone number, or email address;
- The Photo portion of the shared content, must not contain the likeness of anyone who is or who appears to be under the age of 13 or anyone other than the entrant, unless entrant has his or her (or parent's or legal guardian's) permission to do so for this Sweepstakes. If requested, entrant must be able to provide proof of such permission in a format acceptable to Sponsor;
- Entrant must have permission from anyone who appears in the photo to share his/her image for purposes of this Sweepstakes. If requested, entrant must be able to provide proof of such permission in a format acceptable to Sponsor;
- The Photo must not include the image of a child who is or appears to be under the age of 13 drinking a Coca-Cola product;
- The shared content must conform with Instagram's format and size requirements and limitations; and
- Any shared verbal content must be in English.

Entrants agree that the interpretation of each of the above Restrictions shall be subject to Sponsor's sole discretion. Sponsor is not responsible for any lost, late, incomplete, unreceived, invalid, un-intelligible, misdirected, or other shared content that does not comply with these rules and it may be disqualified. By sharing your content, you are stating that you are the owner of, and responsible for, the shared content that you submit.

Sharing your content constitutes your consent to give Sponsor a royalty-free, irrevocable, transferable, assignable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such content in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the shared content or any portion thereof.

Multiple entrants are not permitted to share the same Instagram account. Any attempt by any participant to enter the Sweepstakes more than the stated number of times by using multiple/different Instagram accounts, identities, registrations and logins, or any other methods, as determined by Sponsor in its sole discretion, may void all of that entrant's Submissions and that entrant may be disqualified from this Sweepstakes and any of the Sponsor's other promotions. In the event of a dispute as to the owner of any shared content, the authorized account holder of the Instagram account used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an Instagram account by the entity responsible for doing so for Instagram, LLC. Each entrant may be required to show proof of being the authorized account holder.

4. **RANDOM DRAWING/WINNER NOTIFICATION:** Each week one (1) potential prize winner will be selected in a random drawing held on or about the dates listed in the table below from among all eligible entries received for that week. Odds of winning depend on the number of eligible entries received each week. Non-winning entries will be carried over into subsequent weekly drawings, if any. Limit one (1) weekly prize per person/household.

	Entry Dates	Drawing Date
Week #1	1/28/18 – 2/03/18	2/05/18

Week #2	2/04/18 – 2/10/18	2/12/18
Week #3	2/11/18 – 2/17/18	2/19/18
Week #4	2/18/18 – 2/24/18	2/26/18

For the Grand Prize, one (1) potential prize winner will be drawn on or about 2/26/18 from among all eligible entries received. Odds of winning depend on the number of eligible entries received.

Potential winners will be notified by the Taco Mac @reply, direct message, or public message if necessary on Instagram. Potential winners must respond to the Instagram message within five (5) business days (specified date and time to be provided Instagram message) to confirm eligibility and provide prize shipping address.

If a potential winner cannot be contacted, or he/she does not respond by designated deadline or if Sponsor is unable to send a message and/or the message is returned as undeliverable, such potential winner will be automatically disqualified and an alternate potential winner will be selected. Sponsor assumes no responsibility for undeliverable Instagram messages. Return of any prize as undeliverable will result in disqualification and an alternate may be selected.

5. **PRIZES & APPROXIMATE RETAIL VALUES (“ARV”):** (1) Grand Prize – one (1) Women’s or one (1) Men’s Olympics branded vest, two (2) Olympics branded blankets, four (4) Olympics branded hats and two (2) Olympics branded long sleeved shirts. ARV: \$171. Four (4) Weekly Prizes (one (1) per week) – one (1) Olympics branded blanket, one (1) Olympics branded hat and one (1) Olympics branded long sleeve shirt. ARV: \$35 each prize. Vest and shirt size to be determined by the Sponsor. Prizes consist of only the items specifically listed as the prize. Sponsor reserves the right to substitute any prize of equal or greater value. No substitution, cash redemption or transfer of prize by winner permitted.
6. **PUBLICITY:** Except where prohibited, participation in the Sweepstakes and acceptance of a prize constitutes winner’s consent for Sponsor and Administrator 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 the Sweepstakes, entrants agree to release and hold harmless The Coca-Cola Company, Coca-Cola Bottlers, Taco Mac, Gage Marketing Group, LLC, International Olympic Committee (“IOC”), U.S. Olympic Committee (“USOC”), the Organizing Committee for the South Korea 2018 Winter Olympic Games, all members of participating national teams and their individual athletes and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (“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, including, but not limited to (a) unauthorized human intervention in the Sweepstakes; (b) printing errors or incorrect announcements of any kind; (c) errors in the administration of the Sweepstakes or the processing of entries; (d) lost, late, damaged, delayed, mutilated, incomplete, invalid, illegible, unintelligible, or misdirected entries, entries not received by the entry deadline or interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer, scanner, hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person’s computer related to or resulting from participating in or experiencing any materials in connection with the Sweepstakes; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user’s ability to participate in the Sweepstakes, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause; (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 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 lost or otherwise destroyed, entrant’s sole remedy is another Sweepstakes entry, if it is possible. Sponsor reserves the right to cancel or modify the Sweepstakes if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper

administration of the Sweepstakes as determined by Sponsor, in its sole discretion. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold any remaining random drawing(s) from among all eligible entries received up to the date of discontinuance for remaining weekly prizes and Grand Prize. INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW. Any use of robotic, automatic, programmed or the like methods of participation will void all submissions by such methods and be deemed tampering. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these official rules. 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.

8. **PRIVACY:** All personal information submitted by you as part of this Sweepstakes will be treated in accordance with the Sponsor's Privacy Policy at <http://www.coca-colacompany.com/our-company/privacy-policy> except as otherwise described in these Official Rules and sweepstakes materials. By participating in this Promotion, you acknowledge and agree that all information and material, including any personal information provided in your entry materials, affidavits, and releases, will be collected, used and disclosed by Sponsor and its authorized agents, representatives, and other third parties involved in the execution, administration, or hosting of this Sweepstakes, for the purposes of administering the Promotion and prize fulfillment and may be further publicized as described above.
9. **DISPUTES:** Any and all disputes, claims and causes of action arising out of or connected with this Promotion 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 Atlanta, Georgia or the appropriate Georgia State Court. 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 participant and Sponsor's in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules (whether of the State of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia.
10. **WINNERS LIST:** For the names of the winners, available after 2/26/18, send an e-mail by 3/31/18 to info@tmacrestaurants.com with the subject line "Coca-Cola/Taco Mac Olympic Games Sweepstakes Win List".
11. **SPONSOR:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

Instagram is a registered trademark. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram.

Abbreviated Rules

Facebook/Twitter Instagram - all posts/tweets that mention the Sweepstakes must include link to rules (bit.ly) and No Pur Nec.

Abbreviated rules for POS:

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open only to legal residents of NC, GA & TN who are 18+ at time of entry. Void where prohibited by law. Sweepstakes ends 2/24/18. To enter post a photo of yourself and any of the Olympic athlete standees at participating Taco Mac's on Instagram by 11:59:59 PM ET. Limit one (1) entry per person, per day provided each entry is unique. Subject to Official Rules at <http://tacomac.com/tagforswagsweepstakes/>. Sponsor: The Coca-Cola Company, Atlanta, GA.

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