

Coca-Cola Mini Can Hunt

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Coca-Cola Mini Can Hunt (the "Promotion") is comprised of a giveaway (the "Giveaway") and a sweepstakes (the "Sweepstakes") and is open only to legal residents of the 50 United States (or the District of Columbia) who are 13 years of age or older at the time of entry. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Marvel Entertainment, LLC, Wieden+Kennedy, 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 Promotion 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 Promotion is subject to all applicable federal, state, and local laws and regulations and is void 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 Promotion, 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 Promotion.
4. **Promotion Period:** The Promotion begins at 12:00 a.m. Eastern Time ("ET"), February 7, 2016 and ends at 11:59 p.m. ET, February 14, 2016 (the "Promotion Period"). Twitter, Inc.'s computer is the official time-keeping devices for this Promotion. Clues will be released at varying intervals between 12:00 a.m. ET, February 7, 2016 and 11:59 p.m. ET, February 12, 2016.
5. **How to Enter:** During the Promotion Period, look for a clue (each a "Clue") which may be a website URL, an @handle, or a phone number hidden somewhere in supported media about this Promotion. Each Clue will have a specific hashtag, quantity of prizes associated with that Clue, and Twitter account to follow. The Clue will drive you to a Twitter page at which you will learn which steps are needed to participate in the Promotion for that Clue. You must take the steps to first follow that page and then to post a specific hashtag on Twitter. The "bio" for the applicable Twitter page will provide the hashtag for that Clue as well as the number of prizes available for that Clue (the "Quantity"). There will be a minimum of 1,000 prizes available per Clue and a maximum of 4,000. For each Clue, follow the instructions on the applicable Twitter page to find the hashtag which you must post on Twitter after following the applicable page, in order to participate in the Giveaway and Sweepstakes. You must first "follow" the applicable handle and then using the hashtag that you found, Tweet it on Twitter. **There need not be any other content or photo component to your Tweet, just the applicable hashtag. However, if you include a photo or other content, it must not contain material that is inappropriate, indecent, obscene, hateful, or offensive in any way. Sponsor reserves the right to disqualify any participant if, in its sole discretion, it finds content in his or her tweet or on his or her social media pages to be inconsistent with the brand's image (for example, if content is in violation of any of the restrictions above).** If you are one of the first people to share the applicable hashtag, up to the applicable, announced Quantity, you will be offered the opportunity to claim one of the prizes for that Clue.

To Tweet: Log into or create your Twitter account. Follow the applicable Twitter page, then Tweet the applicable hashtag. Your account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor and its agents. Creating a

Twitter account is free, but is subject to its terms and conditions (<https://twitter.com/tos>). ***If you post updates to or receive updates from www.twitter.com via SMS from your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans.***

If you are following the applicable handle and you share the applicable hashtag using a public account, but you are NOT one of the first applicable Quantity to Tweet the hashtag and have not been offered a prize before the end of the Promotion Period, you will automatically receive 1 entry into the Sweepstakes, up to the limit stated below.

Limit: 1 Tweet per Clue per person during the Promotion Period and up to one Sweepstakes entry per Clue per person. Multiple entrants are not permitted to share the same email address or Twitter account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, Twitter accounts, 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 entry, the authorized account holder of the email address or Twitter account used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned (i) 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 or (ii) a Twitter account as provided by Twitter. Potential winners may be required to show proof of being the authorized account holders.

6. **Giveaway Determination and Sweepstakes Drawings:** Administrator is an independent judging organization whose decisions as to the selection of the potential winners are final and binding. The first applicable Quantity of eligible social shares per hashtag will be the potential winners of the Giveaway prizes for the applicable Clue. On or about February 19, 2016, Administrator will select a potential winner for a minimum of 500 prizes in a random drawing among all entrants who participated during the Promotion Period who were not already offered a prize in the Giveaway. The odds of winning a prize in the Sweepstakes drawing depend on the number of eligible entrants who participated during the Promotion Period. Sponsor reserves the right to disqualify any potential winner if, in its sole discretion, it finds content on his or her social media pages to be inconsistent with the brand's image (for example, if content is in violation of any of the content restrictions above).
7. **Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. Potential winners will be notified via direct message using the Twitter handle through which they entered. Administrator will send a direct message from the applicable Twitter handle to the potential winner's Twitter account used to enter the Promotion with instructions on how to claim his/her prize. Each potential winner will be required to provide the Administrator with his or her physical mailing address (no P.O. Boxes) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. Each potential winner will have at least 48 hours from the time of notification to do so, depending on the time and date of entry. If a potential prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential prize winner cannot be contacted, fails to take the steps above, forfeits the prize, or is disqualified for any reason, Administrator may select an alternate potential winner in a random drawing from among all remaining eligible entrants. Otherwise, the applicable prize will not be awarded.
8. **Prizes:**

29,500 GRAND PRIZES (29,000 total for all 10 combined Clues and 500 for the Sweepstakes): A Marvel character 6-pack of mini-cans of Coca-Cola. All prize details

determined by Sponsor, in its sole discretion. Approximate Retail Value ("ARV"): \$2.55. This packaging may not be available in store, but the contents retail for the value above.

All details determined by Sponsor in its sole discretion. No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize for one of actual or greater value, should a prize become unavailable for any reason. Each winner is responsible for all taxes and fees associated with prize receipt and/or use. Limit: 1 prize per person per Clue or one Sweepstakes prize per person. Total ARV of all prizes: \$75,225.

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, social share, city and state of residence, video, voice, any comments, testimonials or other feedback related to prize or Giveaway/Sweepstakes experience, whether written or oral, for promotional purposes in any media without further consideration.
10. **General Conditions:** In the event that the operation, security, or administration of the Promotion 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 Promotion in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Promotion 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 Promotion 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 Promotion 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 Promotion, entrants (or entrant's parent/legal guardian if entrant is deemed a minor in his/her state of residence) agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Marvel Entertainment, LLC, Wieden+Kennedy, Twitter, Inc., 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 Promotion or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Promotion 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 Promotion or receipt of any prize, including related 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 Promotion 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, Giveaway, or any part of either of them, 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 Promotion 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 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 in connection with the Promotion, 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. **Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.coca-cola.com/tcccprivacypolicy>.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter. The entrants are providing information to Sponsor and Administrator and not to Twitter.