

COCA-COLA®/BASHAS' BACK TO SCHOOL SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. **HERE'S HOW TO ENTER:** Beginning 12:01 AM Mountain Time ("MT") on July 28, 2010, through 11:59 PM MT on August 24, 2010, when you purchase any two (2) participating products of The Coca-Cola Company or Snyder's of Hanover and present your Bashas' Thank You Card at a participating Bashas' store in the state of Arizona, you are automatically entered. See Appendix for list of participating products. Limit one entry per Bashas' Thank You Card account per transaction. Each automatic entry must be received by 11:59 PM MT on August 24, 2010 to be eligible for the random drawing.
2. **NO PURCHASE NECESSARY:** On a plain piece of 3" x 5" paper, hand print your complete name, street address (no P.O. Boxes), city, state, zip code, date of birth (mm/dd/yyyy) plus daytime and evening telephone numbers. (If you do not have a telephone, indicate "No Phone." Failure to comply with this or any other Official Rule will result in disqualification.) Mail your entry in a hand addressed, business-size (#10) envelope with first-class postage affixed, to:
COCA-COLA/Bashas' Back to School Sweepstakes Entries
Dept. A
P.O. Box 72805
Rockford, MN 55572,
to be postmarked no later than August, 24, 2010 and received no later than August 30, 2010. Limit one entry per stamped envelope. No mechanically reproduced entries permitted. Illegible and/or incomplete entries are void.
3. **RANDOM DRAWING:** Winners will be selected in a random drawing on or about August 31, 2010 from among all eligible Bashas' Thank You Card entries and mailed entries received. Winners will be notified by phone/mail. Limit one prize per person/household. Odds of winning will depend upon the number of eligible Bashas' Thank You Card entries and mailed entries received.
4. **PRIZES & APPROXIMATE RETAIL VALUES:** **One (1) Grand Prize** – A year of packed lunches, awarded in the form of 52 Bashas' \$25 Gift Certificates. ARV: \$1,300.00. **Twenty-Five (25) First Prizes** – A Bashas' \$50 Gift Certificate. ARV: \$50.00 each. Gift Certificates expire one (1) year from date of issue. Gift Certificates are subject to the terms, conditions and restrictions as printed on the certificates. Gift Certificates may not be used toward alcohol, tobacco or lottery purchases. Prizes consist of only those items specifically listed as part of prize.
5. **GENERAL RULES:** Open only to residents of the state of Arizona, 18 years old or older as of July 28, 2010. Employees of The Coca-Cola Company and its "Promotional Participants" (i.e. Coca-Cola Bottlers, Bashas', Snyder's of Hanover, and each of 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/or those living in same household of each are not eligible. Void outside of AZ and where prohibited by law. Not responsible

for lost, late, damaged, delayed, incomplete, illegible, mutilated, postage due mail, misdirected entries or entries not received by the entry deadline, or for electronic, network or computer/scanner failures or malfunctions, cards scanned incorrectly, or other technical errors of any kind. Sponsor reserves the right to cancel or modify the automatic entry portion of 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 program as determined by Sponsor/judging agency/administrator, in their sole discretion. If the automatic entry portion is so cancelled, a random drawing will be conducted from among all eligible Bashas' Thank You Card entries received prior to the time of termination and all eligible mailed entries received by the entry deadline as stated in Rule #2. In the event a potential winner entered via a Bashas' Thank You Card and a dispute arises regarding specific individual entitled to receive prize, entries made via Bashas' Thank You Card will be declared made by the authorized account holder. Authorized account holder is defined as the natural person to whom the Bashas' Thank You Card is assigned. Participant may be requested to provide Sponsor with proof that the participant is the authorized account holder of the Bashas' Thank You Card associated with the account. Any use of robotic, automatic, programmed or the like methods of participation will void all submissions by such methods. 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. Sponsor reserves the right to substitute prize of equal or greater value. Potential Grand Prize winner will be required to sign and return an Affidavit of Eligibility and Release of Liability and Publicity Release (unless prohibited by law) within 5 days of notification. Non-compliance with this requirement may result in disqualification, and prize may be forfeited and an alternate winner selected, time permitting. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate winner will be selected, time permitting. Acceptance of prize constitutes permission to the Sponsor and its Promotional Participants to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By participating in this Promotion, entrants agree to release and hold harmless Sponsor, its Promotional Participants and their respective directors, officers, employees and assigns, against any and all claims, damages, losses, expenses and liability arising out of acceptance/use of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Promotion or the acceptance or use of any prize. By participating in this Promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor is not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the Promotion.

6. For the names of the winners, available after September 31, 2010, send a self-addressed, stamped (#10) envelope to:
Coca-Cola/Bashas' Back to School Sweepstakes Winners
Dept. B
P.O. Box 72805
Rockford, MN 55572
to be received by August 30, 2010.
7. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

APPENDIX: Participating Products

New Contour

0 49000 05023 3	8	2 liter	Barq's Root Beer
0 49000 05010 3	8	2 liter	Coca-Cola
0 49000 05014 1	8	2 liter	Coke Zero
0 49000 05013 4	8	2 liter	CF Diet Coke
0 49000 05016 5	8	2 liter	Cherry Coke
0 49000 05011 0	8	2 liter	Diet Coke
0 49000 05215 2	8	2 liter	Fanta Apple Soda
0 49000 05024 0	8	2 liter	Fanta Grape
0 49000 05222 0	8	2 liter	Fanta Grapefruit (Toronja)
0 49000 05025 7	8	2 liter	Fanta Orange
0 49000 05026 4	8	2 liter	Fanta Pineapple
0 49000 05027 1	8	2 liter	Fanta Strawberry
0 49000 05028 8	8	2 liter	Fresca
0 25000 05381 8	8	2 liter	Minute Maid Lemonade
0 25000 05391 7	8	2 liter	Minute Maid Light Lemonade
0 25000 05349 8	8	2 liter	Minute Maid Pink Lemonade
0 25000 05392 4	8	2 liter	Minute Maid Fruit Punch
0 25000 05382 5	8	2 liter	Minute Maid Orangeade
0 83900 00522 1	8	2 liter	Nestea Sweetened w/ Lemon
0 72979 00378 8	8	2 liter	Seagrams Ginger Ale
0 49000 05015 8	8	2 liter	Sprite
0 49000 05017 2	8	2 liter	Sprite Zero

Old 2 Liter

0 49000-02395 4	8	2 liter	Barqs
0 49000-00935 4	8	2 liter	CF Diet Coke
0 49000-00036 8	8	2 liter	Cherry
0 49000-00639 1	8	2 liter	Classic
0 49000-04258 0	8	2 liter	Coke Zero
0 49000-00663 6	8	2 liter	Diet Coke
0 49000-03724 1	8	2 liter	Sprite Zero
0 78000-08246 3	8	2 liter	Dr Pepper
0 78000-08346 0	8	2 liter	Dt Dr Pepper
0 78000-09846 4	8	2 liter	Dr Pepper Cherry
0 78000-09946 1	8	2 liter	Diet Dr Pepper Cherry
0 49000-00572 1	8	2 liter	Fresca
0 49000-01634 5	8	2 liter	Fanta Apple
0 49000-01632 1	8	2 liter	Fanta Orange
0 49000-01635 2	8	2 liter	Fanta Pineap.
0 49000-01702 1	8	2 liter	Fanta Straw.
0 49000-04759 2	8	2 liter	Fanta Toronja (Grapefruit)
0 25000-05813 4	8	2 liter	MM lemonade
0 25000-05872 1	8	2 liter	MM Lite Lemonade
0 25000-05301 6	8	2 liter	MM Orangeade
0 49000-00551 6	8	2 liter	Sprite
0 49000-04208 5	8	2 liter	Vault
0 83900-00387 6	8	2 liter	Nestea Sweetened Lemon
0 49000-10639 8	8	2 liter	2L Koshier Classic

SNYDERS CELLO - 9oz & 10oz

0 77975-02003 6	each	9oz	Snyders Butter Snaps
0 77975-02237 5	each	9.25oz	Snyders Mini Unsalted Pretzels
0 77975-02242 9	each	10oz	Snyders Nibblers
0 77975-02248 1	each	10oz	Snyders Rod Pretzels
0 77975-02267 2	each	10oz	Snyders Old Tyme Sticks
0 77975-02318 1	each	10oz	Snyders Pretzel Snaps
0 77975-02265 8	each	10oz	Snyders Mini Pretzels

SNYDERS FLAVORS

0 77975-02264 1	each	10oz	Snyders Buttermilk Ranch Pieces
0 77975-02279 5	each	10oz	Snyders Honey Mustard Pieces
0 77975-02387 7	each	10oz	Snyders Jalapeno Nibblers
0 77975-02509 3	each	10oz	Snyders Honey Mustard Nibblers
0 77975-08089 4	each	10oz	Snyders Hot Buffalo Pieces
0 77975-08582 0	each	10oz	Snyders Southern Style BBQ Pieces

SNYDERS BOX

0 77975-02275 7	each	13.5oz	Snyders Hard Box Pretzels
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SNYDERS VEGGIE CRISPS

0 77975-08521 9	each	6oz	Snyders Veggie Crisps
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12PKs

0 49000-03012 9	2/12Pk	12oz	Barq's
0 49000-02933 8	2/12Pk	12oz	CF Classic
0 49000-02934 5	2/12Pk	12oz	CF Diet Coke
0 78000-08516 7	2/12Pk	12oz	CF Dt Dr Pepper
0 49000-03103 4	2/12Pk	12oz	Cherry Coke
0 49000-02890 4	2/12Pk	12oz	Classic
0 49000-04255 9	2/12Pk	12oz	Coke Zero
0 49000-03108 9	2/12Pk	12oz	Diet Barq's
0 49000-03104 1	2/12Pk	12oz	Diet Cherry
0 49000-02891 1	2/12Pk	12oz	Diet Coke
0 49000-04269 6	2/12Pk	12oz	Diet Coke / Splen
0 78000-08316 3	2/12Pk	12oz	Diet Dr Pepper
0 78000-09816 7	2/12Pk	12oz	Dr Pepper Cherry
0 78000-09916 4	2/12Pk	12oz	Diet Dr Pepper Cherry
0 49000-03711 1	2/12Pk	12oz	Sprite Zero
0 78000-08216 6	2/12Pk	12oz	Dr Pepper
0 78000-25116 6	2/12Pk	12oz	DT Berries/Crm
0 49000-03637 4	2/12Pk	12oz	Dt Coke w/Lime
0 83900-10414 6	2/12Pk	12oz	Dt Nestea Sweet Lem
0 49000-03105 8	2/12Pk	12oz	Fresca
0 49000-04327 3	2/12Pk	12oz	Fresca Blk Cherry
0 49000-04336 5	2/12Pk	12oz	Fresca Peach
0 49000-03074 7	2/12Pk	12oz	Fanta Grape
0 49000-03309 0	2/12Pk	12oz	Fanta Apple
0 49000-03073 0	2/12Pk	12oz	Fanta Orange
0 49000-03075 4	2/12Pk	12oz	Fanta Strwbry
0 49000-04868 1	2/12Pk	12oz	Fanta Toronja (Grapefruit)
0 25000-05838 7	2/12Pk	12oz	MM Lemonade
0 25000-05899 8	2/12Pk	12oz	MM Lite Lemonade
0 25000-05824 0	2/12Pk	12oz	MM Pink Lem
0 25000-05303 0	2/12Pk	12oz	MM Orangeade
0 25000-05819 6	2/12Pk	12oz	MM Fruit Punch
0 83900-00386 0	2/12Pk	12oz	Nestea Sweetened
0 78000-08816 8	2/12Pk	12oz	Pepper Cherry Van
0 78000-08916 5	2/12Pk	12oz	Pepper Dt Ch Van
0 72979-00254 5	2/12Pk	12oz	Seagrams GA
0 49000-02892 8	2/12Pk	12oz	Sprite
0 49000-03109 6	2/12Pk	12oz	Tab
0 49000-04209 2	2/12Pk	12oz	Vault
0 49000-04467 6	2/12Pk	12oz	Vault Zero
0 49000-04751 6	2/12Pk	12oz	Coca Cola Cherry Zero
0 49000-04810 0	2/12Pk	12oz	Diet Coke PLUS
0 25000-05306 1	2/12Pk	12oz	MM Lite Orangeade
0 49000-03124 9	2/12Pk	12oz	Vanilla Coke
0 49000-04825 4	2/12Pk	12oz	Vanilla Coke Zero
0 83900-00601 3	2/12Pk	12oz	Nestea Red Tea (Pom. & Passion Fruit)

Fridge PET

0 49000-00548 6	3/8pks	12oz	Classic PET
0 49000-00594 3	3/8pks	12oz	Diet Coke PET
0 49000-00612 4	3/8pks	12oz	Sprite PET
0 78000-08231 9	3/8pks	12oz	Dr Pepper PET
0 49000-00684 1	3/8pks	12oz	Coke Zero PET
0 78000-08331 6	3/8pks	12oz	Diet Dr Pepper PET

SNYDERS POUNDERS

0 77975-08005 4	each	16oz	Snyders Olde Tyme Pretzels
0 77975-08006 1	each	16oz	Snyders Mini Pretzels
0 77975-08004 7	each	16oz	Snyders Nibblers
0 77975-08009 2	each	16oz	Snyders Sticks

SNYDERS SANDWICHES

0 77975-02967 1	each	8oz	Snyders Peanut Butter Sandwich
0 77975-02968 8	each	8oz	Snyders Cheddar Sandwich
0 77975-08175 4	each	8oz	Snyders Jalapeno Cheddar/Pumpnic

SNYDERS TRAY PACKS

0 77975-08215 7	each	9oz	Snyders 100 Calorie - Mini Tray Pk
0 77975-08217 1	each	9oz	Snyders 100 Calorie - Sticks Tray Pk