

COCA-COLA®/BASHAS' FALL FOOTBALL SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

1. **HERE'S HOW TO ENTER:** Beginning 12:01 AM Mountain Time ("MT") on September 1, 2010, through 11:59 PM MT on September 28, 2010, when you purchase any three (3) participating products of The Coca-Cola Company and present your Bashas' Thank You Card at a participating Bashas' store in the state of Arizona, you are automatically entered. Please see Appendix for a list of participating products. If you do not have a Bashas' Thank You Card, you may obtain one free at the Customer Service Counter. Limit one entry per Bashas' Thank You Card account per transaction. Entries must be received by each automatic entry deadline indicated in the chart in Rule #3 to be eligible for that week's drawing. Entries received will not be carried over to subsequent drawings. Automatic entries must be received by 11:59 PM MT on September 28, 2010 to be eligible for the final weekly 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' Fall Football Sweepstakes Entries
Dept. N
P.O. Box 72831
Rockford, MN 55572

Limit one entry per stamped envelope. No mechanically reproduced entries permitted. Illegible and/or incomplete entries are void.

Entries must be received by each mail-in entry deadline indicated in the chart in Rule #3 to be eligible for that week's drawing. Entries received will not be carried over to subsequent drawings. Mail-in entries must be received by October 4, 2010 to be entered into the final weekly random drawing.

3. **WEEKLY RANDOM DRAWINGS:** Grand Prize winners will be selected in weekly random drawings on or about each of the random drawing dates indicated in the chart below from among all eligible Bashas' Thank You Card entries and mailed entries received by the entry deadline date indicated for that Weekly random drawing. Winners will be notified by telephone/mail. Decisions of judges are final. Limit one Grand Prize per family/household. Odds of winning in each weekly random drawing will depend upon the number of eligible Bashas' Thank You Card entries and mailed entries received by the entry deadline date indicated for that drawing.

WEEKLY AUTOMATIC ENTRY DEADLINE	WEEKLY RECEIVED BY DEADLINE FOR MAIL-IN ENTRIES	RANDOM DRAWING DATE	PRIZE
11:59 PM MT on 9/7/2010	9/13/2010	9/14/2010	(10) Grand prizes
11:59 PM MT on 9/14/2010	9/20/2010	9/21/2010	(10) Grand Prizes
11:59 PM MT on 9/21/2010	9/27/2010	9/28/2010	(10) Grand Prizes
11:59 PM MT on 9/28/2010	10/4/2010	10/5/2010	(10) Grand prizes

4. **PRIZES & APPROXIMATE RETAIL VALUES: 40 Grand Prizes** – Two (2) tickets to a Sponsor-specified, regular season, home Arizona Cardinals game. ARV: \$200.00 each. Transportation/parking is not included. Seat location is at Sponsor’s sole discretion. If game is delayed, postponed or cancelled for any reason, winner will not receive tickets as part of prize, but tickets may be subject to standard rain-check policies and procedures established by issuer, if any. 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 September 1, 2010. Employees of The Coca-Cola Company and its “Promotional Participants” (i.e. Coca-Cola Bottlers, Bashas’, Arizona Cardinals, 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. 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. The Arizona Cardinals are not the Sponsor or the Administrator of the Promotion and neither the Arizona Cardinals nor any of its affiliates shall have any liability to any participant in connection with the Promotion or its administration.

6. For the names of the winners, available after November 5, 2010, send a self-addressed, stamped (#10) envelope to:
Coca-Cola/Bashas' Fall Football Sweepstakes Winners
Dept. O
P.O. Box 72831
Rockford, MN 55572
to be received by October 4, 2010.
7. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

APPENDIX: Coca-Cola Participating Products

- 20 pack 12 oz cans
- 8 pack 12 oz bottles
- 8 pack 7.5 oz mini-sleek cans