



**COCA-COLA FINAL FOUR® GIVEAWAY AT BASHAS
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING
MESSAGE AND DATA RATES MAY APPLY TO ENTRY VIA TEXT MESSAGE**

1. **ELIGIBILITY:** The Coca-Cola Final Four Giveaway at Bashas (“Sweepstakes”) is open only to legal residents of Arizona and New Mexico who are 18 years of age or older at the time of entry. Employees of Swire Coca-Cola, USA (“Sponsor”) and the “Promotional Participants” (i.e., The Coca-Cola Company, Coca-Cola Bottlers, Bashas’ Supermarkets, Gage Marketing Group, LLC, National Collegiate Athletic Association (NCAA®), CBS Broadcasting, Inc., Turner Broadcasting System, Inc., 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, step-brother, 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 Arizona, New Mexico and where prohibited by law. Past winners whose prize winnings exceed \$600 in the previous twelve (12) months, whether in one or more sweepstakes presented and/or sponsored by Swire Coca-Cola, USA, are not eligible to enter or win a prize in this promotion.
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, which are final and binding in all matters related to the Sweepstakes.
3. **TWO WAYS TO ENTER:**
 - A) Beginning on 12:00:00 AM Pacific Time (“PT”) on 2/3/17 through 11:59:59 PM PT on 3/15/17, at participating Bashas’ purchase \$10 or more of any Coca-Cola products in one single transaction (plus tax, CRV and deposit as applicable) and automatically receive at checkout a keyword printed on the bottom of the register receipt. Use your text messaging enabled wireless phone to text the keyword to the shortcode 55678. Once your text message is received, you will receive a reply text message asking you to indicate your date of birth (MM/DD/YYYY) and the 2-letter U.S. postal abbreviation for your state of residence. After you reply to that text message with an eligible date of birth and state of residence, a reply message will be sent to you and you will receive one (1) entry into the Sweepstakes. If you do not reply with an eligible date of birth and state of residence, you will not receive an entry into the Sweepstakes.

The text messaging method of entry is designed to work with most of the major wireless carriers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate. The wireless phone that is used must be capable of sending and receiving text messages. Entrants should check their phone’s features to see if they have that capability. **Wireless service providers may charge entrants for each text message sent or received, including any error message that is sent or received in connection with the Sweepstakes.** Entrants should consult their wireless service provider’s pricing plan for details. Proof of sending a text message is not considered proof of delivery to or receipt by Sponsor of entry. By submitting an Entry via text message, Entrants consent to receive text messages via automated technology from the Sponsor regarding this Sweepstakes. Entrants will be given the opportunity to “opt out” (or unsubscribe) each time they receive a text message by sending “STOP” to shortcode 55678. Cancellation by this method will NOT eliminate an otherwise valid Entry into the Sweepstakes. For help at any time, text “HELP” to shortcode 55678.

- B) **ALTERNATE METHOD OF ENTRY:** To enter without using a text messaging enabled wireless phone, 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/yy), plus daytime phone number. Mail entry in a hand-addressed, business-size (#10) envelope with first-class postage affixed, to: Coca-Cola/Bashas’ Final Four Giveaway, Swire Coca-Cola, Marketing Dept., 12634 S 265 W, Draper, UT 84020. Entries must be received by 3/17/17. No mechanically reproduced entries permitted. Illegible or incomplete entries are void.

Limit one (1) entry per person, per day regardless of method of entry. Multiple participants are not permitted to share the same text messaging enabled wireless phone. Any attempt by an Entrant to obtain more than one (1) entry per day by using multiple text messaging capable devices or any other methods, will void all of that Entrant's attempted Entries and that Entrant may be disqualified.

4. **RANDOM DRAWING/WINNER NOTIFICATION:** Potential prize winners will be selected in a random drawing held on or about 3/20/17 from among all eligible entries received. Odds of winning depend upon the number of eligible entries received. Limit one (1) prize per person/household. Potential prize winners will be notified by phone. If applicable, one text or voicemail message will be left and potential winners must respond to the message to provide shipping address within forty-eight (48) hours of receipt of message (specified date and time will be indicated in message). If a potential prize winner cannot be contacted, or he/she does not respond by designated deadline or if Sponsor is unable to leave/send a message, such potential winner will be automatically disqualified and an alternate potential winner may be selected, time permitting. Potential winners must sign and return an Affidavit of Eligibility/Release of Liability form within five (5) days of notification. Noncompliance within this time period may result in disqualification and an alternate may be selected, time permitting. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate may be selected, time permitting.
5. **PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"):** (2) Prizes – two (2) tickets to the 2017 NCAA[®] Men's Final Four[®] at the University of Phoenix Stadium in Glendale, AZ on April 1, 2017 and April 3, 2017. ARV: \$1,000 each prize. Transportation/parking is not included. Prize consists of only the item specifically listed as the prize. Seat location at Sponsor's sole discretion. Tickets are not redeemable or exchangeable for cash and are subject to all terms and conditions of use as established by issuer. Sponsor is not responsible for lost or stolen tickets. Sponsor is not responsible if either game is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets, but tickets may be subject to standard rain check policies and procedures established by issuer. Winner and guest must be able to attend games on dates specified or prize will be forfeited in its entirety. If Winner elects to attend either game without a guest, no additional compensation will be awarded in lieu thereof. If the guest of winner is deemed a minor in his/her state of residence, winner must be minor's parent/legal guardian. Sponsor reserves the right to substitute prize of equal or greater value. No substitution, cash redemption or transfer of prize by winner permitted. Prize winner will be issued an IRS Form 1099 for the retail value of the prize and is advised to seek independent counsel regarding the tax implications of acceptance of the prize.
6. **PUBLICITY:** Except where prohibited, participation in the Sweepstakes and acceptance of a prize constitutes entrant's consent for Sponsor to use entrant'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 Swire Coca-Cola USA, The Coca-Cola Company, Coca-Cola Bottlers, Bashas' Supermarkets, NCAA, CBS Broadcasting, Inc., Turner Broadcasting System, Inc. Gage Marketing Group, LLC and their respective parents, subsidiaries, affiliates, promotional partners, prize providers, 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 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, illegible or incomplete entries, lost, late, damaged, delayed, mutilated or postage due entries, entries not received by entry deadline; (c) electronic, network or computer/scanner failures or malfunctions, or other technical errors of any kind; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) lost, late, damaged, delayed, mutilated, postage due, incomplete, invalid, illegible, unintelligible, or misdirected entries, entries not received by the entry deadline or for electronic, network failures, malfunctions, lost or unavailable network connections, traffic congestion of wireless waves, or failed, incomplete, garbled, interrupted, disconnected or delayed wireless transmission that may limit a user's ability to participate in this Sweepstakes, or other hardware, software or technical errors of any kind including any injury or damage to any person's wireless device related to or resulting from participating in or experiencing any material connection with the Sweepstakes undeliverable text messages; (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 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 text message 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 Sweepstakes as determined by Sponsor, in their sole discretion. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold the random drawing from among all eligible entries received up to the date of discontinuance for prizes offered herein. In the event a dispute arises regarding specific individual entitled to receive prize, an entry made by text-messaging will be declared made by the "authorized account holder" of the wireless phone number account from which the winning text message was received. "Authorized account holder" is defined as the natural person in whose name the wireless account has been issued and the services are billed. Entrants may be requested to provide Sponsor with proof that the participant is the authorized wireless device account holder of the wireless device associated with the account/submission. 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:** By participating in this Sweepstakes, you acknowledge and agree that all information and material, including any personal information provided in your entry materials or prize acceptance documents, 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 Sweepstakes and prize fulfillment and may be further publicized as described above.
9. **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 resorting to any form of class action, and exclusively by the United States District Court for Salt Lake City, Utah or the appropriate Utah State Court; 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's in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Utah, without giving effect to any choice of law or conflict of law rules (whether of the State of Utah or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Utah.
10. **WIN LIST:** For the names of the winners, available after 3/31/17, send a separate, self-addressed, stamped (#10) envelope to: Coca-Cola/Bashas' Final Four Giveaway Win List, Swire Coca-Cola, Marketing Dept., 12634 S 265 W, Draper, UT 84020, to be received by 3/30/17.
11. **SPONSOR:** Swire Coca-Cola, USA, 12634 S 265 W, Draper, UT 84020.
ADMINISTRATOR: Gage Marketing Group, LLC, 10000 Highway 55, Minneapolis, MN 55441.

NCAA and Final Four are trademarks of the National Collegiate Athletic Association. The NCAA is neither a sponsor nor administrator of the promotion.

Abbreviated Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MESSAGE AND DATA RATES MAY APPLY TO ENTRY VIA TEXT MESSAGE.

Sweepstakes starts 12:00:00 a.m. PT on 2/3/17 & ends 11:59:59 p.m. PT on 3/15/17. Open to legal AZ & NM residents, 18+. Past winners whose prize winnings exceed \$600 in the previous 12 months, whether in 1 or more sweepstakes presented and/or sponsored by Swire Coca-Cola, USA, are not eligible to enter or win a prize in this promotion. Void where prohibited by law. To enter without text messaging, on a 3" x 5" paper, print name, complete address (no P.O. Boxes), date of birth & day phone number & mail entry in #10 envelope to: Coca-Cola/Bashas' Final Four Giveaway, Swire Coca-Cola, Marketing Dept., 12634 S 265 W, Draper, UT 84020. Mailed entries must be received by 3/17/17. Limit one (1) entry per person, per day regardless of entry method. Subject to Official Rules available at www.swirecc.com/BashasMadnessSweepstakes. Sponsor: Swire Coca-Cola, USA, Draper, UT.