

COCA-COLA®/ShopRite "EGYPT" SWEEPSTAKES  
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT  
IMPROVE YOUR CHANCES OF WINNING.

1. HERE'S HOW TO ENTER: Beginning 12:01 AM Eastern Time ("ET") on August 1, 2010, through 11:59 PM ET on August 28, 2010, when you purchase a 20-pack of any Coca-Cola® product and present your Price Plus® Club card at a participating ShopRite store, you will automatically receive an Official Entry Form at checkout. On the Official Entry form, or, to enter without purchase, 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/ShopRite "Egypt" Sweepstakes Entries  
Dept. W  
P.O. Box 72803  
Rockford, MN 55572

All entries must be received by September 3, 2010. Limit one entry per stamped envelope. No mechanically reproduced entries permitted. Illegible and/or incomplete entries are void.

2. RANDOM DRAWING: Winners will be selected in a random drawing on or about September 7, 2010 from among all eligible entries received. Potential winners will be notified by phone or mail. Odds of winning will depend upon the number of eligible entries received. Decisions of judges are final. Limit one per person/family/household.
3. PRIZES & APPROXIMATE RETAIL VALUES ("ARV"): **One (1) Grand Prize** – Discovery Adventures Egyptian Archeology Adventure for two (2). Prize consists of round trip coach air travel for winner and one (1) guest to Cairo, Egypt, from a major commercial airport near winner's residence (as determined by Sponsor); hotel accommodations for 9 days/8 nights; Sponsor-specified daily excursions and guided tours; and Sponsor-specified meals. Services of a professional travel specialist who will coordinate and book all travel components are included. ARV: \$6,200. **Winner and guest must possess required travel documents (e.g. valid passport or Visa) and are responsible for obtaining such travel documents, travel insurance and proof of current vaccinations (as may be required by law) prior to departure and travel on the same itinerary.** Actual value will be determined by winner's residence and seasonal rates. All other expenses not

set forth herein, including gratuities and incidental hotel expenses are the sole responsibility of Grand Prize winner. Travel and accommodations are subject to availability and certain restrictions; black out dates may apply. Air carriers, hotels and other transportation selected by Sponsor. Trip must be completed by April 30, 2011, or prize will be forfeited in its entirety. **Twenty-Five (25) First Prizes** – Two (2) VIP tickets to see the King Tut Exhibit at Times Square Expedition in New York, New York. ARV: \$75.00 each. Tickets must be used by January 2, 2011. Prize consists of only those items specifically listed as part of the prize.

4. GENERAL RULES: Open only to residents of the states of Connecticut, Delaware, New York, New Jersey and Pennsylvania, 18 years old or older as of August 1, 2010. Employees of The Coca-Cola Company and its "Promotional Participants" (i.e. Coca-Cola Bottlers, Wakefern Food Corp., and its cooperative ShopRite members, 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 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 Price Plus<sup>®</sup> Club 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 Price Plus<sup>®</sup> Club card and a dispute arises regarding specific individual entitled to receive prize, entries made via Price Plus<sup>®</sup> Club card will be declared made by the authorized account holder. Authorized account holder is defined as the natural person to whom the Price Plus<sup>®</sup> Club card is assigned. Participant may be requested to provide Sponsor with proof that the participant is the authorized account holder of the Price Plus<sup>®</sup> Club 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, Release of Liability and a Publicity Release (unless prohibited by law) within seven (7) days of notification. Non-compliance with these requirements may result in disqualification, and Grand 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. Grand Prize winner's guest (or parent/legal guardian if the guest is deemed a minor in his/her state of residence) must execute a Release of Liability/Publicity Release prior to the awarding of prize. If a minor is selected as the guest, Grand Prize winner must be his or her parent/legal guardian. Additional releases and qualifications may be imposed by activity providers. 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.

5. 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/prize travel. 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/prize travel. By participating in this Promotion, entrants full and unconditional agreement 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 October 7, 2010, send a self-addressed, stamped (#10) envelope to:

Coca-Cola/ShopRite Egypt Sweepstakes Winners  
Dept. X  
P.O. Box 72803  
Rockford, MN 55572
  
7. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.