

Santikos Movie Lovers 12 Months of Movie Love Sweepstakes Official Rules

NO PURCHASE OR APP NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Santikos Movie Lovers 12 Months of Movie Love Sweepstakes (the "Sweepstakes") is open only to legal residents of Texas who are at least eighteen (18) years old at the time of entry. To enter via the method described in Section 4(b) below, you must either have or download the Santikos Premiere App before participating. Employees of The Coca-Cola Company, Merkle Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on January 19, 2023 at 12:00 a.m. Eastern Time ("ET") ends on December 31, 2023 at 11:59 p.m. ET (the "Promotion Period") and consists of twelve (12) monthly entry periods (each a "Monthly Entry Period") and one (1) grand prize entry period (the "Grand Prize Entry Period") as outlined in the chart below. Sponsor's servers are the official time-keeping devices for the Sweepstakes.

Entry Period	Begins on (at 12:00 a.m. ET)	Ends on (at 11:59 p.m. ET)	Mail-in Postmark	Drawing on/around
Grand Prize	1/19/23	12/31/23	1/2/24	1/17/24
Monthly Entry Period 1	1/19/23	1/31/23	1/31/23	2/15/23
Monthly Entry Period 2	2/1/23	2/28/23	2/28/23	3/15/23
Monthly Entry Period 3	3/1/23	3/31/23	3/31/23	4/12/23
Monthly Entry Period 4	4/1/23	4/30/23	5/1/23	5/10/23
Monthly Entry Period 5	5/1/23	5/31/23	5/31/23	6/14/23
Monthly Entry Period 6	6/1/23	6/30/23	6/30/23	7/12/23
Monthly Entry Period 7	7/1/23	7/31/23	7/31/23	8/16/23
Monthly Entry Period 8	8/1/23	8/31/23	8/31/23	9/13/23
Monthly Entry Period 9	9/1/23	9/30/23	9/30/23	10/18/23
Monthly Entry Period 10	10/1/23	10/31/23	10/31/23	11/15/23
Monthly Entry Period 11	11/1/23	11/30/23	11/30/23	12/13/23
Monthly Entry Period 12	12/1/23	12/31/23	1/2/24	1/17/24

4. How to Enter: During the Promotion Period, enter the Sweepstakes via the methods outlined below.

a. Become a Rewards member: During the Promotion Period, visit <https://www.santikos.com/rewards/> and follow the instructions to create a free Santikos Rewards account or log-in to your existing Rewards account (each an "Account") and register for the Sweepstakes. Upon submission of your registration, you automatically will receive one (1) entry into the Grand Prize drawing and one (1) entry into the applicable Monthly Entry Period drawing.

b. Purchase Ticket Through the Santikos Premiere App: During the Promotion Period, if you do not yet have the Santikos Premiere App (the "App"), using your mobile device, download the App from Google Play or the App Store. *The App is free but subject to the terms and conditions described within the App. Use of the App requires a web-enabled device and therefore data rates may apply.* Then, via the App, register or log into your Santikos Rewards Account. Next, follow the links and instructions to purchase at least one (1) standard movie ticket ("Qualifying Purchase"). For a successful Qualifying Purchase that is not refunded or voided, you automatically will receive one (1) entry into the Grand Prize drawing and one (1) entry into the applicable Monthly Entry Period drawing.

c. Purchase Ticket at [santikos.com](https://www.santikos.com/): During the Promotion Period, log into your Account online at <https://www.santikos.com/>. Next, follow the links and instructions to make a Qualifying Purchase. For a successful Qualifying Purchase that is not refunded or voided, you automatically will receive one (1) entry into the Grand Prize drawing and one (1) entry into the applicable Monthly Entry Period drawing.

d. Purchase Ticket at Theater: During the Promotion Period, at a participating Santikos theater, make a Qualifying Purchase and provide your Account info at checkout. For a successful Qualifying Purchase that is not refunded or voided, you automatically will receive one (1) entry into the Grand Prize drawing and one (1) entry into the applicable Monthly Entry Period drawing.

12 Movie Entry Bonus: During the Promotion Period, make twelve (12) or more Qualifying Purchases during any Monthly Entry Period/s and you will receive ten (10) entries into the Grand Prize drawing.

e. Enter By Mail without Purchase: To enter without using the App or making a purchase, print your name, mailing address, phone number associated with your Account, the email address associated with your Account, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Santikos Movie Lovers" c/o Merkle Inc., P.O. Box 5021, Dept 855981, Kalamazoo, MI 49003-5021. You will receive twenty-three (23) entries into the Grand Prize drawing and one (1) entry into the Monthly Entry Period drawing during which your entry was received and any subsequent Monthly Entry Period drawings, if any. Limit: One (1) entry per envelope. Mail-in entries must be postmarked by the dates above in Section 3 and received within seven (7) days of the postmark date to be included in the applicable Entry Period drawing. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may receive up to twenty-three (23) total entries during the Promotion Period, one (1) entry per method 4(a) above, up to twelve (12) total entries per methods 4(b), 4(c), and 4(d), and ten (10) total entries via the 12 Movie Entry Bonus opportunity OR via 4(e). Multiple entrants are not permitted to share the same email address or Account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the

registrant or player. The "authorized account holder" is the natural person assigned 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. The potential winners may be required to show proof of being the authorized account holder.

5. Drawings: Sponsor's decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received in the applicable entry period drawing, on or around the dates listed above in Section 3. Potential Grand, First, and Second Prize winners will be drawn from eligible entries received for the Grand Prize Entry Period. Potential Monthly Prize winners will be drawn from eligible entries received for the applicable Monthly Entry Period drawing. Entries from one drawing will carry-over into subsequent drawings, if applicable. The potential winners will be notified by email. The potential Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, his/her eligibility cannot be verified, fails to return the Declaration or any requested information within the required time period, or the prize is returned as undeliverable, the potential winner is disqualified and forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner forfeits the prize or is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

6. Prizes:

ONE (1) GRAND PRIZE: Winner's choice of a Getaway Weekend in Hollywood for four (4) OR \$10,000. Winner may choose either the Getaway Weekend trip OR the \$10,000 prize. For Getaway Weekend Trip: package includes round trip, coach-class air transportation for four (4) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Los Angeles, CA; four (4) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, quad occupancy); ground transportation to and from destination airport and hotel; \$5,000 spending money, and \$5,000 to be used towards paying taxes associated with prize acceptance. Terms and conditions of all passes and tickets apply. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companions must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. Winner and travel companions are responsible for complying with any COVID-19 requirements set forth by airline, rental car vendor, hotels, excursion and event venues or other vendors offering services that are part of the trip prize. Failure to comply with any required COVID-19 requirements, may result in forfeiture of the prize or elements of the prize. Forfeiture of any aspect of the trip due to failure to meet these requirements will not impact the value of the trip as reported on an IRS Form 1099. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Approximate Retail Value ("ARV") for trip: \$20,635. Actual value may vary based on airfare fluctuations and distance between departure and destination. ARV for cash alternative: \$10,000.

ONE (1) FIRST PRIZE: A private movie screening at a Santikos theater for up to twenty-five (25) people, including select food and beverage. Movie, date and time of screening determined by Sponsor in its sole discretion. ARV: \$500.

ONE (1) SECOND PRIZE: A private movie screening at a Santikos theater for up to twenty-five (25) people. Movie, date and time of screening determined by Sponsor in its sole discretion. ARV: \$250.

TWELVE (12) MONTHLY PRIZES (1 per Monthly Entry Period): A Date Night package. Package includes two (2) movie tickets, popcorn and drinks for two (2), and a 30-minute game card. ARV: \$50.

For all Prizes: Terms and conditions of all tickets and vouchers apply. No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize for one of equal or greater value. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the applicable Entry Period.

7. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Merkle Inc., Santikos Entertainment, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, pandemics, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. 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 Sweepstakes 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 deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any 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 or use or misuse of any prize. 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 entry in the Sweepstakes, if it is possible. 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 in these Official Rules 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.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize 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; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. 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 Sweepstakes, 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.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <https://us.coca-cola.com/privacy-policy/>.

13. Winner List: For a winner list, click [HERE](#). The winner list will be posted after winner confirmation is complete.

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