

**Coca-Cola® Presents
Fall Loyalty Sweepstakes
OFFICIAL RULES**

**NO PURCHASE OR RETAIL VISITATION NECESSARY TO ENTER OR WIN.
A PURCHASE OR RETAIL VISITATION WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**THE PROMOTION IS OPEN ONLY TO LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES (EXCLUDES AK AND HI)
OR THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 18 YEARS OF AGE OR OLDER AT TIME OF ENTRY.**

VOID OUTSIDE THE GEOGRAPHIC ELIGIBILITY LISTED ABOVE AND WHERE PROHIBITED.

This Sweepstakes is offered at various participating retail establishments, as defined in the Appendix attached hereto, and is comprised of a Grand Prize drawing and a bonus drawing for a specific retail establishment.

1) PROMOTION PERIOD: The Fall Loyalty Sweepstakes (the “Sweepstakes” or “Promotion”) starts on October 1, 2025 at 12:00:00 AM Eastern Time (“ET”) and ends on October 31, 2025 at 11:59:59 PM ET (the “Promotion Period”).

2) ELIGIBILITY: The Sweepstakes is open only to legal residents of the 48 contiguous United States (excludes Alaska and Hawaii) or the District of Columbia who at time of entry are 18 years of age or older. Employees and non-employee workers of The Coca-Cola Company (the “Sponsor”) and Coca-Cola Bottlers, participating retail establishments as found in the Appendix, prize providers, and advertising and promotion agencies including Marden-Kane, Inc. (the “Administrator”), and each of their respective agents, members, successors, assigns, representatives, officers, directors, shareholders, and employees (collectively “Released Entities”), and the immediate families (spouse and parents, children and siblings, and their respective spouses regardless of where they live) and individuals living in the same households, whether related or not, of the above, are not eligible to enter or win a prize. Each entrant (the “Entrant” or “Participant”) by participating in the Promotion, agrees to be bound by the Official Rules and by Sponsor’s and/or Administrator’s decisions. Void in AK, HI and where prohibited or restricted by law.

3) HOW TO ENTER: There are two ways to enter the Sweepstakes as further detailed below:

Automatic entry with a beverage purchase at a participating retail location through the retailer’s Loyalty

Program*: Loyalty Program members who make a Coca-Cola beverage purchase at a participating retail location during the Promotion Period will receive one (1) entry into the Grand Prize drawing (the “Loyalty Entry”). Entries originating from Sonny’s BBQ will be eligible for both the Grand Prize drawing and the bonus drawing as detailed in Rules 6 and 7. An opt-in may be required to participate.

*There is no cost to create an account and become a Loyalty Program member. See the Appendix for details on each participating retailer’s Loyalty Program. Upon the creation of a new Loyalty Program account, Entrant will receive one (1) additional entry into the Sweepstakes; the additional entry will not be applied to existing accounts.

Via Mail (without store visitation and purchase):

To enter without making a restaurant visitation or beverage purchase, handprint in English in black ink on a 3”x 5” piece of paper your complete name, mailing address, mobile phone number, email address, and date of birth and then mail in a properly stamped envelope to “Fall Loyalty Sweepstakes, PO Box 488, Syosset, NY 11791-0488” (the “Mail-in Entry”). To be entered into the Grand Prize drawing, the Mail-in Entry must be postmarked by October 31, 2025 and received by November 6, 2025. Entries that are illegible, incomplete, postage due, late, or inaccurate are void. Entries become the property of Sponsor and will not be returned. Incomplete entries or entries not complying with these Official Rules are subject to disqualification, at the Sponsor’s sole discretion. Proof of mailing does not constitute proof of delivery. Limit of one (1) entry per envelope. Any Entrant information collected for/from the

Sweepstakes in connection with an Entry shall be used only in a manner consistent with these Official Rules. All material submitted becomes property of Sponsor and will not be returned. No correspondence will be acknowledged or entered into; requests for confirmation of receipt of Mail-In entries will not be acknowledged.

To receive an Entry into the bonus drawing for Sonny's without making a store visitation and purchase, follow the instructions for the Mail-in Entry above, and hand write the word "SONNYS" on the bottom right-hand corner of the envelope. Mail-in Entries for the bonus drawing must be postmarked by October 31, 2025 and received by November 6, 2025.

The Loyalty Entry and Mail-in Entry noted above are collectively referred to as an "Entry." **There is a limit of two (2) Entries per person.** Entries in excess of this limit are void. For the purposes of this Promotion, a day is defined as the calendar day beginning at 12:00 AM ET and ending the same day at 11:59 PM ET.

By participating in the Sweepstakes, Entrants agree to be bound by these Official Rules. Except where prohibited by law, Entrants irrevocably grant to the Sponsor, the participating retail establishments, their affiliates, agents and licensees, the royalty-free right and permission to unconditionally reproduce, store, transmit, publish, display, use or reuse your name and prize information, as well as any other information or materials arising out of your participation in the Sweepstakes for advertising, promotional, commercial, publicity and/or any other purposes (without limitation), in any and all media now or hereafter known, in any language, throughout the world, and in any manner without further review, notice, approval, consideration or compensation of Entrant. Unless prohibited by law, Entrants waive any rights of privacy, rights of publicity, intellectual property rights, and other rights that may preclude Sponsor from using or disclosing all or any part of your Entry in any manner and for any purpose. By participating, Entrants further release Sponsor from any future claims arising out of any use or disclosure of Entrants participation consistent with these Official Rules. By participating, Entrants acknowledge and agree that Entrants will not now or in the future be paid or compensated in any way for participation or for granting the Sponsor any of the rights set out in these Official Rules, whether chosen as a winner or not. Entrants further agree that Sponsor is not obligated to make use of any of the rights granted in these Official Rules.

4) GRAND PRIZE DRAWING: A random drawing will be held on or about November 13, 2025 from among all eligible Entries received. Odds of winning depend on the total number of eligible Entries received. The drawing will be conducted by the Administrator, an independent judging organization, whose decisions are final and binding on all matters relating to this Sweepstakes.

5) GRAND PRIZE, APPROXIMATE RETAIL VALUE ("ARV"): One (1) Grand Prize – A trip to Germany awarded in the form of a travel certificate valued at \$5,000. Winner will also receive a check issued by the Administrator in the amount of \$1,000 for incidentals. ARV of Grand Prize is \$6,000. The travel certificate portion of the prize may only be redeemed by the winner (the person whose name is printed thereon). Travel must be booked through the designated Travel Agency named on the winner's travel certificate and travel must be completed by December 31, 2026, or prize will be forfeited, and Sponsor will have no obligation to award compensation in lieu thereof. Winner is solely responsible for determining and complying with all applicable international/domestic travel procedures and restrictions. Confirmation of travel bookings will be at the Travel Agency's sole discretion. Sponsor and Administrator are not responsible for arranging dates and times of travel. All associated travel bookings are subject to availability. Black-out periods and other restrictions may apply. Winner is responsible for all travel-related costs that exceed the \$5,000 value of the travel certificate. A credit will not be issued if the full value of the travel certificate is not utilized. All other expenses including but not limited to meals, travel documentation fees, spending money and additional travel beyond what is purchased using the travel certificate will be the sole responsibility of the winner. Released Entities are not responsible for travel delays or cancellations. If, for any reason whatsoever, winner is unable to travel after travel arrangements have been made, Sponsor shall have no further obligation to winner and no alternate winner will be selected. Winner is responsible for obtaining and possessing all required valid photo ID, passport and/or other relevant travel documents prior to travel.

Winner is responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance.

6) BONUS DRAWING FOR SONNY’S: A random drawing will be held on or about November 13, 2025 from among all eligible Entries received. Odds of winning depend on the total number of eligible Entries received. The drawing will be conducted by the Administrator, an independent judging organization, whose decisions are final and binding on all matters relating to this Sweepstakes.

7) BONUS PRIZES FOR SONNY’S: One (1) First Prize: A \$1,000 Sonny’s e-gift card. **One (1) Second Prize:** A \$250 Sonny’s e-gift card.

8) GENERAL PRIZE RESTRICTIONS: Gift cards are subject to terms and conditions specified by the issuer. No substitutions, cash equivalents, or transfer of prize permitted except at the sole discretion of the Sponsor, who reserves the right, where lawful to substitute a prize (or portion thereof) with one of comparable or greater value. Prize may not be sold, bartered, or exchanged by winner.

The Released Entities are not responsible if any portion of a prize is lost, stolen, or misplaced for any reason by a winner and none will be replaced. Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished by third parties in connection with the Sweepstakes. All details of prize not specified herein shall be determined solely by Sponsor.

If Grand Prize travel is unable to take place as planned for reasons including, but not limited to, scheduling conflicts, cancellations, postponements, delays, an event of force majeure (any acts of God, natural catastrophes, public enemies, war, acts of terrorism, civil commotion, riot, strikes or labor difficulties, lockout, judicial or government order, or other requirement of law, or national emergencies or any other cause beyond the Sponsors’ reasonable control), an unforeseeable health event (e.g., pandemic or epidemic), or for any other reason whatsoever, or for any other reason whatsoever, then Sponsor will have no obligation to award compensation in lieu thereof.

9) POTENTIAL WINNER NOTIFICATION AND CLEARANCE: The potential winners will be contacted by the Administrator via email and may be required to complete, sign, and return the following documents (collectively, the “Documents”): [1] an Affidavit of Eligibility and Liability Release and where legal, a Publicity Release and, as applicable and [2] IRS Form W-9 to include winner’s social security number that will be used only for the purpose of reporting the winner’s prize earnings to the Internal Revenue Service (as required for winners of a prize valued at \$600 or more). If a potential winner (i) cannot be contacted after a reasonable attempt has been made by Administrator (as determined in Sponsor’s sole discretion); or (ii) fails to return the completed Documents by the date stated in the notification letter/email; or (iii) refuses the prize; or (iv) the prize or prize notification is rejected or returned as undeliverable, then such potential winner will be disqualified and forfeits all rights to be deemed a winner and an alternate potential winner will be notified, time permitting. Upon prize forfeiture, no compensation will be given.

10) OTHER INFORMATION: All federal, state, and other tax liabilities arising from a prize are the sole responsibility of each prize winner. Sponsor and/or Administrator will not enter into any correspondence, including, email, with non-winning entrants. The Official Rules prevail should there be any conflict or uncertainty relating to the promotion based on information or advice provided by any of the Released Entities.

11) CONDUCT: By entering into this Promotion and/or receiving a prize, Entrants and prize winners agree to be bound by these Official Rules and waive any rights to claim ambiguity in the Promotion or these Official Rules. These Official Rules are accessible at <https://bit.ly/FallLoyalty> throughout the Promotion Period. Failure to comply with these Official Rules will result in disqualification. The Sponsor reserves the right, at its sole discretion, to disqualify any individual: (a) suspected of tampering with the Entry process or the operation of the Promotion; (b) to be acting in any manner deemed by the Sponsor to be in violation of the Official Rules; (c) to be acting in any manner deemed by the Sponsor to

constitute unsportsmanlike or disruptive behavior, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

12) LIMITATIONS OF LIABILITY: The Released Entities assume no responsibility or liability for (a) any incorrect or inaccurate Entry information, or for any lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of Entries at any point in the operation of this Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Promotion; (d) inaccessibility or unavailability of the Internet or any combination thereof; or (e) any injury or damage to the participant's or to any other person's computer which may be related to or resulting from any attempt to participate in the Promotion or download any materials from/about the Promotion. If, for any reason, the Promotion is not able to run through completion for reasons which may include, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, including any other factors beyond Sponsor's reasonable control such as a Force Majeure (e.g., war, riots, terrorism, civil unrest, strikes, blackouts, supply shortages, order of governmental authority,) an "act of God" (e.g., natural disasters, weather, etc.) or an unforeseeable health event (e.g. pandemic or epidemic), then the Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion in whole or in part, without further liability to the Entrants or third parties. In the event the Promotion is cancelled, Sponsor reserves the right to award the prize from among all eligible non-suspect Entries received prior to the time of the action or event warranting such cancellation. With regard to this Promotion, the Sponsor will only contact those Entrants deemed as potential winners for purposes of clearance and awarding of the prize. These Official Rules prevail should there be any conflict or uncertainty relating to the Promotion based on information or advice provided by any of the Released Entities.

13) ENTRANT AND WINNER RELEASES: All Entrants, as a condition of Entry into the Promotion, agree to release and hold harmless Released Entities from and against any and all liability, loss, claims, demands or actions of any kind whatsoever for injuries, damages, costs, or losses to persons or property which may be sustained in connection with: (a) accessing the Promotion page, as applicable; (b) submitting an Entry or otherwise participating in any aspect of the Promotion; (c) the acceptance, receipt, ownership, use or misuse of any prize awarded; (d) any typographical or other error in these Official Rules or the announcement of the offering of the prize; or (e) any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Each prize winner shall bear all risk of loss or damage to the prize after it has been delivered.

14) PRIVACY: By entering the Promotion, you grant the Released Entities permission to use your personal information in accordance with Sponsor's privacy policy which can be found at <https://www.coca-cola.com/us/en/legal/privacy-policy>. By participating in the Promotion, Entrants hereby acknowledge that they have read and accepted Sponsor's privacy policy. Information collected from Entrants (such as name, postal address, and email address) is used only for the purpose to notify the potential winners, and will not be re-used, sold, or shared in any manner by Sponsor or any third parties unless Entrant has opted-in to receive additional information and marketing or promotional material from Sponsor or a third party.

15) GENERAL: Any attempt by a person to use multiple e-mail accounts to enter more than once will result in disqualification. Entries will be deemed made by the authorized account holder of the e-mail address used at time of Entry. In the event of a dispute over who submitted a winning Entry, the authorized account holder of the e-mail address attached to that winning Entry will be declared the winner. "Authorized Account Holder" is defined as the natural person assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible

for assigning e-mail addresses for the domain associated with the e-mail address in question. Potential winners may be asked to provide Sponsor with satisfactory proof that he/she is the Authorized Account Holder of the e-mail address associated with a potential winning Entry. Entry generated by a script, macro or other automated means will be disqualified. Entries that are incomplete, illegible, or corrupted are void and will not be accepted.

16) DISPUTES AND GOVERNING LAW: This Promotion is conducted in English (which will be given its everyday ordinary meaning), and Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resorting to any form of class action, and exclusively by the United States District Court for Atlanta, Georgia or the appropriate Georgia 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 participating in the 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 participant and Sponsor's in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules (whether of the State of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia.

17) WINNER'S LIST: To receive a copy of the winner's list, available after November 30, 2025, send an email with subject line: "Fall Loyalty Sweepstakes" to winnerslist@mardenkane.com. All such requests must be received by October 31, 2025.

18) SPONSOR AND ADMINISTRATOR: Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313. The Administrator is Marden-Kane, Inc., 575 Underhill Blvd, Suite 222, Syosset, NY 11791.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

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Coca-Cola® Presents
Fall Loyalty Sweepstakes
Appendix – Participating Retail Establishments

	Retail Establishment	Legal Name	Loyalty Program Details
1.	Sonny's BBQ	Sonny's Franchise Company	
2.			
3.			
4.			

To download a retailer's App visit the Apple App Store for iOS devices or the Google Play Store for Android devices. Usage of the App will require a mobile device and therefore you may be charged for standard data rates according to the terms and conditions in your agreement with your wireless carrier. You agree to incur any and all charges demanded by your wireless carrier. You should also check your device's features for capabilities and check the device manual for specific use instructions. Not all mobile devices offer wireless Internet access; and wireless Internet access may not be available in all areas.

**Coca-Cola® Presents
Fall Loyalty Sweepstakes
Disclaimer Requirements**

ITEM	DESCRIPTION	LEGAL REQUIREMENTS FOR PROMOTION TERMS
Poster	Printed collateral supporting the promotion	<p>COPY IN THE FOOTER SHOULD BE IN A LEGIBLE FONT.</p> <p>*NO PURCHASE NECESSARY TO ENTER OR WIN. Limited to residents of the 48 contiguous United States and D.C., who are 18 years of age or older. Void in AK, HI and where prohibited by law. Begins at 12:00 AM ET on 10/1/2025 and ends at 11:59 PM ET ON 10/31/2025. Trip to Germany to be awarded as a travel certificate. For complete details, including free method of entry, see Rules at https://bit.ly/FallLoyalty. Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.</p>

ITEM	DESCRIPTION	LEGAL REQUIREMENTS FOR PROMOTION TERMS
Poster	Minimal Disclaimer	<p>COPY IN THE FOOTER SHOULD BE IN A LEGIBLE FONT.</p> <p>*NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Ends 11:59 PM ET on 10/31/2025. Open to residents of the 48 U.S./D.C. 18+. For Rules, free method of entry, and prizes: https://bit.ly/FallLoyalty. Sponsor: The Coca-Cola Company.</p>

Social – Excluding IG	Minimal Disclaimer	No Purchase Necessary. 48 U.S./D.C., 18+. Ends 10/31/2025. Rules: https://bit.ly/FallLoyalty .
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Social – IG	Minimal Disclaimer	No Purchase Necessary. 48 U.S./D.C., 18+. Ends 10/31/2025. See Link in Bio for Rules. (Bio to include https://bit.ly/FallLoyalty)
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