

**POWERADE Literacy Program with Dollar General®**  
**PROGRAM TERMS AND CONDITIONS**

**1. Eligibility:** The POWERADE Literacy Program with Dollar General (the "Program") is open to legal residents of the 50 United States (or D.C.) who are 18 years of age or older at the time of participation. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, HelloWorld, Inc., Malcolm Mitchell, Read with Malcolm, Inc., Share the Magic Foundation, Inc., Dollar General Corporation, the Dollar General Literacy Foundation, and their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in the development or execution of this Program or any of its materials, and the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Program is subject to all applicable federal, state and local laws and regulations and is void where prohibited by law.

**2. Sponsor:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.  
**Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

Dollar General Corporation, the Dollar General Literacy Foundation, and its and their affiliates and subsidiaries are not sponsors or administrators of the Program. Dollar General® and the Dollar General logos are trademarks of Dollar General Corporation and are being used by the Sponsor and the Administrator with permission.

**3. Agreement to Program Terms and Conditions.** By participating in the Program, participants fully and unconditionally agree to and accept these Terms and Conditions.

**4. Timing:** The Program begins on September 23, 2017 at 12:00 a.m. Eastern Time ("ET") and ends on November 26, 2017 at 11:59 p.m. ET (the "Program Period"). The Program Period consists of two phases, as outlined in the chart below:

<b>Phase</b>	<b>Start Date (at 12:00 a.m. ET)</b>	<b>End Date (at 11:59 p.m. ET)</b>
<b>Purchase</b>	September 23, 2017	November 19, 2017
<b>Redemption</b>	September 23, 2017	November 26, 2017

Sponsor's computer is the official time-keeping device for the Program.

**5. How to Receive Offer:** During the Purchase Phase, visit a participating Dollar General® store and make a qualifying purchase of two 4-packs of POWERADE® in a single transaction. Retain your receipt. Once you have made a qualifying purchase and have your receipt, during the Redemption Phase, visit [DestinationCoke.com](http://DestinationCoke.com) and follow the links and instructions to complete and submit the registration form including a valid email address. Then, follow the instructions to submit a photo of your receipt that shows the date, time, and the qualifying purchase. Once you have done so, you will receive a confirmation email and information about when you will receive your offer (the "Offer"). Each Participant will be required to provide the Administrator a mailing address (no P.O. Boxes) for Offer fulfillment purposes within 10 days of the date notice or attempted notice is sent, in order to claim his/her offer and to fulfill any such other requirements as determined by Administrator. The Offer is a hardcover copy of the book "The Magician's Hat" by Malcolm Mitchell. Sponsor or Sponsor's agent will ship the book to you at the address you provided, by mail or other shipping method, as determined by Sponsor, in its sole discretion. No substitution, cash redemption, or transfer of Offer is available. Participant must follow all instructions in order to receive Offer. Sponsor reserves the right to substitute Offer, in its sole discretion, for something of equal or greater retail value. The Approximate Retail Value of the Offer is \$16. Each participant may receive only 1 Offer. Multiple participants are not permitted to share the same email address or mailing address. The Offer will be delivered approximately 8 to 10 weeks after the conclusion of the Program.

**6. Publicity:** Except where prohibited, participation in the Program constitutes participant's consent to Sponsor's and its agents' use of participant's name, city and state of residence for promotional purposes in any media, worldwide, without further consideration.

**7. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Program, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Program, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the registration process or the operation of the Program or to be acting in violation of these Terms and Conditions or any other promotion or in a disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Program 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 Terms and Conditions shall not constitute a waiver of that provision. Participants are responsible for all applicable federal, state, and local taxes. No group or organization requests will be honored. All information provided will be used in compliance with the Privacy Policies listed in Section 10, below. Purchase, sale, or trade of any offer requirement is strictly prohibited. Sponsor reserves the right to substitute or limit offer. This offer may not be republished without written consent from The Coca-Cola Company. **IF YOU DO NOT FOLLOW ALL OF THE STATED INSTRUCTIONS OR STATED TERMS AND CONDITIONS, YOU WILL NOT RECEIVE YOUR OFFER OR AN ACKNOWLEDGEMENT.**

**8. Release and Limitations of Liability:** Except where prohibited, by participating in the Program, participant agrees to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Dollar General Corporation, the Dollar General Literacy Foundation, HelloWorld, Inc., Malcolm Mitchell, Read with Malcolm, Inc., Share the Magic Foundation, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action related to, or arising out of participation in the Program or receipt or use or misuse of any Offer, including, but not limited to: (a) unauthorized human intervention in the Program; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Program or the processing of registrations; (e) late, lost, or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Participant's participation in the Program or receipt or use or misuse of any Offer. Participant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Program and in no event shall the Released Parties be liable for attorney's fees. Participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

**9. Disputes:** Except where prohibited, participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Program or any Offer 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 Program, but in no event attorneys' fees; and (3) under no circumstances will participant be permitted to obtain awards for, and participant 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 Terms and Conditions, or the rights and obligations of the participant and Sponsor in connection with the Program, 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.

**10. Participants' Personal Information:** Information collected from participants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.coca-cola.com/tcccprivacypolicy>.