Coca-Cola® Vancouver 2010 Olympic Torch Relay Nominations
Official Rules

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

1. Eligibility: Coca-Cola® Vancouver 2010 Olympic Torch Relay Nominations (the "Promotion") is open only to individual residents of Canada who will be at least 13 years of age by October 30, 2009 and are physically present in Canada, except (i) the employees, officers, directors, representatives and agents of Coca-Cola Ltd., ePrize, LLC, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games ("VANOC"), the authorized bottlers or distributors of Coca-Cola® products, its and their respective advertising and promotion agencies, or any of the respective affiliates, related entities, successors or assigns; or (ii) persons domiciled with any of the above; (iii) persons who have been nominated or confirmed as torchbearers in the 2010 Olympic Torch Relay other than through this Sweepstakes. The Promotion is subject to all applicable federal, territorial, provincial and municipal laws and regulations. Void where prohibited. The Promotion consists of a sweepstakes (the "Sweepstakes") and a contest (the "Contest").

2. Sponsor: Coca-Cola Ltd., 42 Overlea Blvd., Suite 100, Toronto, Ontario, Canada M4H 1B8. Administrator: ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069, U.S.A.

3. Agreement to Official Rules/Consent to RCMP Background Security Check: By participating in the Promotion, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and/or Administrator, which are final and binding in all matters related to the Promotion. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein. Before participating in the Contest, entrant consents in advance to the Sponsor's provision of his/her contact information to the RCMP for a background security check, should he/she be selected as a Contest winner for a chance to win. Each potential winner will be required to undergo an RCMP background security check and be approved by the RCMP prior to being declared as a torchbearer in the Vancouver 2010 Olympic Torch Relay prior.

4. Timing: The Promotion consists of 2 rounds, a Sweepstakes and a Contest. The Sweepstakes begins on December 29, 2008 at 12:00 a.m. Eastern Time ("ET") and ends on May 24, 2009 at 11:59 p.m. ET (the "Sweepstakes Period") as outlined in the chart below. The Contest round dates are set forth in the chart below (the "Essay Writing Competition Period")

<table>
<thead>
<tr>
<th>Round</th>
<th>Start Date (12:00 a.m. ET)</th>
<th>End Date (11:59 p.m. ET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round 1 - Sweepstakes</td>
<td>December 29, 2008</td>
<td>May 24, 2009</td>
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<tr>
<td>Round 1 - Sweepstakes Drawing</td>
<td>May 25, 2009</td>
<td>May 25, 2009</td>
</tr>
<tr>
<td>Round 2 – Essay Submission</td>
<td>June 8, 2009</td>
<td>June 22, 2009</td>
</tr>
</tbody>
</table>
Administrator’s computer is the official time-keeping device for the Promotion.

5. How to Enter: To participate in the Promotion, you must have an active iCoke Account. If you do not already have an iCoke Account, follow the onscreen directions to create one. Creating an account is free. (See Section #6 for details on creating an iCoke Account).

a. Round 1 - The Sweepstakes: During the Sweepstakes Period, visit http://www.icoke.ca and follow the links and instructions to complete the registration form. Complete and submit the registration form, including a valid home address. P.O. Boxes are not permitted. You will need to look at the torch route map and choose up to 3 days that you will be able to carry the torch. You will automatically be entered with 1 entry for each of the days selected during registration into the Sweepstakes. Returning users may get additional entries for each day chosen in the Sweepstakes by downloading a widget from the widget download page on www.icoke.ca and installing on your computer. Click on the widget once installed and follow the links and instructions to enter the Sweepstakes. Every day you enter the Sweepstakes online at www.icoke.ca or through the widget on your computer you will be presented with a trivia question. Regardless of your answer to the trivia question, you will automatically receive 1 entry into the Sweepstakes for the torch carrying days selected during registration into the Sweepstakes.

Alternate Method of Entry: To enter without online access, call 1-800-868-0968 and reference Coca-Cola Vancouver 2010 Olympic Torch Relay Nominations to leave your first/last name, mailing address, day and evening phone numbers, email address (if any), age, and choose up to 3 days from the Torch Route map you will be able to carry the torch. You will receive 1 entry into the Sweepstakes. Limit: 1 entry/call per day. All call-in entries must be made by May 24, 2009 at 11:59pm ET. Proof of calling or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected entries, which will be disqualified.

Limit: Each participant may enter 1 time per day during the Sweepstakes Period regardless of method of entry. Multiple participants are not permitted to share the same email address, or iCoke account. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations, iCoke accounts, and logins, or any other methods will void that participant’s entries and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, 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. Potential
winners may be required to show proof of being the authorized account holder.

b. Round 2 – Essay Writing Competition: You must be selected, confirmed and verified as a Round 1 Sweepstakes winner to be eligible to participate in the Contest. If you are selected as a Sweepstakes winner during Round 1 (the Sweepstakes Period), visit [http://www.icoke.ca](http://www.icoke.ca) and follow the links and instructions to upload 1 essay that expresses how you are Living Olympic on the Coke Side of Life by sharing the positive impact you have had on yourself or others related to the environment or active living (the “Submission”). Your Submission can focus on 1 of the topics listed below (each with topic-specific judging criteria as well as the general criteria as outlined in Section 7 below):

1) **Active Living** - Describe the personal and/or leadership action taken to live actively and inspire others on their quest to live actively. The criteria used to judge an individual’s commitment to active living is Canada’s Guide to Physical Activity.

The selection panel will take into consideration any examples of the following that you provide in your essay:

   a) How you adopted an active lifestyle or inspired others to live actively
   b) The number of individuals who were inspired and actively engaged in actions catalyzed by your leadership activities
   c) How you have created or inspired the adoption of innovative solutions that enable you or others to engage in a more active lifestyle


2) **Environment** - Describe the personal and/or leadership action you have taken to either reduce your individual footprint, or to support the work of environmental organizations via volunteer work or fundraising or to catalyze change in Canadian communities. How have you inspired and enabled others to stop the degradation of the planet’s natural environment?

The selection panel will take into consideration any examples of the following that you provide in your essay:

   a) The impact to the environment including reductions in CO2 emissions, water footprint, energy use, and waste or increases in biodiversity and recycling
   b) The impact of volunteer work and length of service
   c) The number of individuals who were inspired and actively engaged in actions catalyzed by your leadership activities
   d) Your creation of innovative solutions that stop the degradation of the planet’s natural environment or anything you have done that has led to the adoption, by others of creative innovative solutions
aimed at stopping the degradation of the planet's natural environment.

For more information on how to make simple but significant changes to help fight climate change and reduce your footprint on the planet please visit: http://thegoodlife.wwf.ca/Home.cfm

By uploading your Submission, you agree that your Submission conforms to the Submission Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may remove your Submission and disqualify you from the Contest if it believes, in its sole discretion that your Submission fails to conform to the Guidelines and Restrictions.

Submission Guidelines:

- The Submission must be in text format;
- The Submission must be between 200 and 220 words in length;
- The Submission must be in English or French; and
- The Submission cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means.
- Submission must be original.

Content Restrictions:

- The Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
- The Submission must not feature brand names or trademarks;
- The Submission must not contain text not created by entrant;
- The Submission must not contain text that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain text that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Submission is created.

For all Submissions: As set forth in section 7 below, all Submissions will be judged with other Submissions for the same selected torch carrying day. All Submissions will become the exclusive property of Sponsor, and none will be acknowledged or returned. Sponsor shall have the right to extract excerpts from and publish Submissions of declared winners, and may use them in any media without attribution or compensation to the entrant, his/her successors or assigns, or any other entity. SUBMITTING A SUBMISSION IN THIS PROMOTION CONSTITUTES ENTRANT’S IRREVOCABLE GRANT OF A ROYALTY-FREE NON-EXCLUSIVE LICENSE TO SPONSORS TO USE THE SUBMISSION WORLDWIDE IN PERPETUITY. Sponsor is not responsible for lost, late,
incomplete, invalid, un-intelligible or misdirected Submissions, which are disqualified. Limit: Each entrant may upload 1 Submission into the Contest during the Submission Phase.

6. How to Create an iCoke Account: Registering for an iCoke Account does not register you into the Promotion. Click on the “Register” link at www.iCoke.ca and follow the instructions to create your iCoke Account. To create an iCoke Account, you must have a unique valid email address. Participants under age 13 at the time of registration need parental consent to participate. Upon registration if you indicate you are under 13 years of age, you will be prompted to print out a parental consent form, which your parent or guardian must complete, sign and fax to 1-888-465-4565. You will not be permitted to create an Account or participate in the Promotion until parental consent is confirmed. Users will receive an email upon receipt of parental consent. Limit: one (1) iCoke Account per individual per email address; limit one (1) username per individual per email address; username/email address cannot be shared. The individual who is the authorized account holder of the email address indicated when registering a username will be deemed the entrant/participant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. As outlined above, upon registration, you will be asked to enter a confidential personal password and your personal email address. Email addresses and passwords that are duplicated or obscene or offensive may be rejected or revised at any time, in Coca-Cola Ltd.’s sole discretion. You are responsible for keeping your email address and password secret and under your control. Coca-Cola Ltd. assumes no liability for any unauthorized use of your account.

7. Winner Determination: Winners will be determined via the processes set forth below.

a) Round 1 Sweepstakes: Sponsor’s decisions as to the administration and operation of the Sweepstakes and selection of potential Sweepstakes winners are final and binding in all matters related to the Sweepstakes. The drawings will be conducted on Sponsor’s behalf by ePrize, LLC. at approximately 12:00 p.m. ET on May 25, 2009 in Pleasant Ridge, Michigan, U.S.A. Administrator will randomly select the potential Sweepstakes winners from all eligible entries in each Torch Relay date pool and notify each potential winner by mail, email or phone at that time.

b) Round 2 Essay Writing Competition: Between June 23, 2009 and July 29 2009, qualified judges determined by Sponsor in its sole discretion will select the top 676 Submissions (each a “Finalist”) based on the following criteria (“Judging Criteria”):

- Content and how the essay relates to the topic (50%) (see examples of discussion points set out for each topic in Section 5)
- Originality (50%)

In the event of a tie, Sponsor, in its sole discretion, will determine the Finalist based on the Submission that received the highest score in the Originality criteria.
8. Winner Requirements: All potential winners must comply with all terms and conditions of these Official Rules; and winning is contingent upon fulfilling all requirements. Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor may use the winner's name, province, place of residence, likeness, Submission and/or prize information in connection with the Promotion, worldwide, including the Internet, without limitation and without further payment or consideration, except where prohibited by law.

For Sweepstakes: The potential winner of a Sweepstakes prize will be required to correctly answer a time-limited skill testing question, within 5 days of email notification, without any assistance in order to be eligible to receive a prize. If the skill testing question is answered incorrectly, potential winner cannot be contacted, or prize is returned as undeliverable, the prize will be forfeited. Unclaimed Sweepstakes prizes will remain unawarded. Sweepstakes prizes will be fulfilled the latter of 8-10 weeks after the conclusion of the Sweepstakes Period or 2-3 weeks after receipt of the skill testing question.

For Contest: In the event that a potential Contest prize winner is disqualified for any reason, an alternate winner will be determined by the remaining Submissions competing for the same torch carrying day that received the highest score. Sponsor is not responsible if the Vancouver 2010 Olympic Torch Relay is delayed, postponed or cancelled for any reason, or if a torchbearer position is not filled, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor’s sole discretion. Sponsor, in its sole discretion, may also select an alternate torchbearer from all eligible entries.

Before being declared a Contest winner, each selected entrant (or his/her parent/legal guardian in the case of a minor) will be required to sign a standard declaration and release form: (i) confirming compliance with the contest rules, (ii) confirming acceptance of the prize as awarded and willingness to conform to such rules and regulations governing participation in the Vancouver 2010 Olympic Torch Relay, including standards of physical capability appropriate to Vancouver 2010 Olympic Torch Relay participation, and the comportment of participants as VANOC may from time to time establish and publish to participants, (iii) releasing the Sponsor, VANOC, their advertising and promotion agencies, the Independent Contest Organization and each of their respective officers, directors, agents, representatives, successors and assigns (the “Releasees”) from any liability in connection with this contest, the entrant’s participation therein and/or the awarding and use of the prize or any portion thereof; and (iv) consenting to an RCMP check and based on that check being approved by RCMP/VANOC as a non-security risk, consenting to the use of his/her name, city or province/territory and/or photograph, without further compensation, in any publicity or advertisement carried out by the Sponsor, VANOC, the International Olympic Committee, or their respective affiliates or assigns in any manner whatsoever, including print, broadcast or the Internet. If a selected entrant fails to sign and return any required document; (i) within 7 days of receiving it by email, then the Sponsor reserves the right, in its sole and absolute discretion, to void that entry and select another eligible entrant from among the remaining eligible entries.

9. Prizes:

a) Sweepstakes: 6,760 SWEEPSTAKES PRIZES: A Screensaver download and the opportunity to participate in the Contest. Approximate Retail
Value ("ARV"): $1 CAD. Limit: 1 Sweepstakes prize per person. Odds of winning a Sweepstakes prize depend upon the number of eligible entries received for each available Torch Relay date and the number of torchbearer positions to be awarded for that date.

b) Contest: 676 CONTEST PRIZES: There are 676 prizes available to be won, with a regional allocation as set out in the chart below. The prize consists of a chance to become a Coca-Cola Torchbearer at the Vancouver 2010 Olympic Torch Relay and carry the Olympic Flame in a selected Canadian community assigned by VANOC and the Sponsor in their sole discretion. The opportunity to carry the torch is priceless; no retail value can be assigned. Prize includes an official Vancouver 2010 Olympic Torch Relay Torchbearer uniform (ARV $100 CAD). Winner and parent or legal guardian (if applicable) are responsible for transportation.

<table>
<thead>
<tr>
<th>Total Coca-Cola Torchbearer positions drawn</th>
<th>676*</th>
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<tbody>
<tr>
<td>Alberta – Day 8, and 75 -83</td>
<td>50</td>
</tr>
<tr>
<td>British Columbia – Days 1-6 and 84-106</td>
<td>185</td>
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<tr>
<td>Manitoba – Days 9-10 and 68-71</td>
<td>22</td>
</tr>
<tr>
<td>New Brunswick – Days 25-30</td>
<td>42</td>
</tr>
<tr>
<td>Newfoundland and Labrador – Days 13-17</td>
<td>18</td>
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<tr>
<td>Northwest Territories – Days 6-7</td>
<td>4</td>
</tr>
<tr>
<td>Nova Scotia – Days 18-22</td>
<td>31</td>
</tr>
<tr>
<td>Nunavut – Days 10-11</td>
<td>4</td>
</tr>
<tr>
<td>Ontario – Days 43-67</td>
<td>150</td>
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<tr>
<td>Prince Edward Island – Days 23-24</td>
<td>19</td>
</tr>
<tr>
<td>Quebec – Day 12, 31-43, and 63</td>
<td>127</td>
</tr>
<tr>
<td>Saskatchewan – Days 72-75</td>
<td>20</td>
</tr>
<tr>
<td>Yukon – Days 5-6</td>
<td>4</td>
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</tbody>
</table>

*Number of Torch Relay spots per day to be determined by Sponsor in its sole discretion

For all prizes: Prizes are non-transferable and no substitution will be made unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize for one of equal or greater value should it become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use.

10. Release: By receipt of any prize, or by participating the applicable winner and each torchbearer agrees to release and hold harmless Sponsor, VANOC, RBC, Administrator, 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 Promotion, in the Vancouver 2010 Olympic Torch Relay, or receipt or use or misuse of any prize.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor’s reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion and subject to the approval of the Régie des alcools, des courses et des jeux. 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 Promotion or to be acting in violation of these Official Rules or any other Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion 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.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (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 Promotion; (4) technical or human error which may occur in the administration of the Promotion 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 Promotion or receipt or use or misuse of any prize. Sponsor is not responsible for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor and Administrator are not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Promotion. If for any reason an entrant's Sweepstakes entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another entry in the Sweepstakes, provided that, if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the Sweepstakes prizes offered herein. 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.

13. Disputes: Except where prohibited, entrant agrees that: (1) 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 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 Promotion, 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 Promotion, 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. For Residents of Quebec Only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

14. Sharing of Personal Information with VANOC and the RCMP: The Sponsor, on behalf of VANOC, is collecting certain personal information in the context of the accreditation process for the Vancouver 2010 Olympic Torch Relay. In the event that you are selected as a potential torchbearer, this information will be shared by the Sponsor with VANOC and the Royal Canadian Mounted Police (RCMP) to make the final determination on your suitability to participate as a torchbearer. This information is collected under the authority of the Royal Canadian Mounted Police Act, R.S.C.1985, c. R-10, and the Royal Canadian Mounted Police Act Regulations, 1988, SOR/88-361. The information requested is essential for making the above determination and, should it not be provided, accreditation to be a torchbearer will not be granted. The information gathered will be stored by the RCMP in a Personal Information Bank CMP PPU 060, may be shared with other Government of Canada institutions, and may be disclosed pursuant to the Privacy Act, R.S.C. 1985, c. P-21. Under this Act, individuals have the right to protection of, access to and correction of their personal information. More specific information can be found at [www.infosource.gc.ca](http://www.infosource.gc.ca).

15. Entrant's Personal Information: Coca-Cola Ltd. is committed to protecting your privacy. Any personal information collected from you in the course of the Promotion will be subject to Coca-Cola® Ltd.’s Privacy Policy posted on the Website. Personal information will only be disclosed and used by the Released Parties for the purpose of administering the Promotion in accordance with these Official Rules, administering warranties, or where required or permitted by law. Information collected from entrants is subject to the Coca-Cola Ltd.’s Privacy Policy (www.icoke.ca).

16. Winner List: Winner List requests will only be accepted after the promotion end date (listed above) and no later than November 10, 2009. For the Winner List, send an email with subject line: "Coca-Cola Vancouver 2010 Olympic Torch Relay Nominations Winner List Request," to WinListRequests@eprizefulfillment.com.

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