

REVISED

Coca-Cola Bottling Company UNITED
2024 Pay it Forward Internship Contest
Official Rules

**** DUE TO THE UNAVAILABILITY OF KEY COCA-COLA BOTTLING COMPANY UNITED EXECUTIVES DURING THE PREVIOUSLY ANNOUNCED INTERNSHIP WEEK, THE INTERNSHIP DATES HAVE BEEN ADJUSTED (JULY 15-19, 2024). THE ABSENCE OF A LARGE NUMBER OF OUR KEY EXECUTIVES WOULD BE A MATERIAL IMPAIRMENT OF THE PAY IT FORWARD INTERNSHIP EXPERIENCE BECAUSE INVOLVEMENT OF COCA-COLA UNITED EXECUTIVES, INCLUDING OUR CEO AND VICE PRESIDENTS, IS A KEY COMPONENT OF THE VALUE THAT WE HOPE STUDENTS RECEIVE FROM PARTICIPATION IN THIS PROGRAM. DUE TO THIS CHANGE, THE APPLICATION WINDOW IS BEING EXTENDED TO APRIL 14, 2024.****

Here is your opportunity to receive **\$2,000.00** during the designated internship week (**July 15-19, 2024**) at a Coca-Cola UNITED facility.

Participating Schools: Alabama State University, Miles College, Stillman College, Talladega College, Tuskegee University, Southern University, Grambling State University, Xavier University of Louisiana, Dillard University, Alcorn State University, Clark-Atlanta University, Fort Valley State University, Savannah State University, Morehouse College, Spelman College, Albany State University, Morris Brown College (each, a "**Participating School**").

1. Eligibility: The Coca-Cola Bottling Company UNITED 2024 Pay It Forward Internship Contest (the "Contest") is open only to legal residents of the 50 United States (or the District of Columbia) who are at least 18 years of age at the time of entry. **In addition, all entrants must be at least 18 years of age and enrolled as a full-time undergraduate student in good standing at a Participating School, as of May 1, 2024, with a GPA of 2.5 or higher to be eligible to apply for and win a Contest prize.** Employees and non-employee workers of Coca-Cola Bottling Company United, Inc., The CocaCola Company, other CocaCola bottlers, and their respective parents, subsidiaries, affiliates, licensors, and agents, and any agencies or other companies involved in the development or execution of the Contest or production or distribution of Contest materials (collectively, the "**Promotional Parties**"), as well as the immediate family (spouse, parents, siblings, and children) and household members of each such person, whether related or not, are not eligible. The Contest is subject to all applicable federal, state and local laws and regulations, and is void outside of the listed states and where prohibited by law.

2. Sponsor: Coca-Cola Bottling Company United, Inc., 4600 East Lake Boulevard, Birmingham, AL 35217

Administrator: Coca-Cola Bottling Company United, Inc., 4600 East Lake Boulevard, Birmingham, AL 35217

3. Agreement to Official Rules: Participation in this Contest constitutes entrant's full and unconditional agreement to these Official Rules and the Promotional Parties' decisions, which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein and winners are subject to the Official Rules of this Contest. In the event that any winner is found to be in violation of these Official Rules or is otherwise determined by any of the Promotional Parties in their sole discretion to be ineligible, he/she may be required to forfeit the prize or to reimburse the Promotional Parties for the stated value of a prize if such a violation is found after costs have been incurred on behalf of such winner.

4. Timing: The Contest begins on January 29, 2024, at 12:00 a.m. Central Time ("CT") and ends on **April 22, 2024**, at 11:59 p.m. CT (the "**Promotion Period**"). **Entries not received by 11:59 p.m. CT on April 22, 2024, will not be eligible for any prize.** The Contest consists of 3 phases as outlined in the chart below:

Phase	Start Date (at 12:00 a.m. CT)	End Date (at 11:59 p.m. CT)
Entry Submission	January 29, 2024	April 22, 2024*
Winner Selection	April 26, 2024	May 10, 2024
Notification to Winners	May 13, 2024	May 31, 2024

* Sponsor may extend the Entry Submission phase without notice as it deems necessary or desirable, in its sole discretion, to facilitate sufficient participation in the Contest. Administrator's computer is the official time-keeping device for this Contest.

5. How to Enter: During the Entry Submission Phase, you may visit <https://cocacolaunited.com/coca-cola-united-pay-it-forward-internship-application/> and follow the links and instructions to complete and submit the Contest application form, including your valid home address (P.O. Boxes are not permitted), full name, email address, and date of birth. Then, follow the links and instructions to answer all of the application questions presented, explaining why you deserve to win a Contest Prize (as defined below in Section 8).

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

Submission Guidelines:

- The Submission must be in English;
- The Submission content must be true and reflect your true experiences and beliefs (as applicable);
- The Submission must be your own work; and
- No portion of the Submission may have been submitted previously in a promotion of any kind.

Content Restrictions:

- The Submission must not include any private information of a third party such as full name, address, phone number, or email address. Sponsor reserves the right to edit any Submission to remove what it considers to be private information;
- 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, the Promotional Parties, or any other person or party affiliated with the promotion and administration of this Contest;
- The Submission should not contain brand names or trademarks other than those owned by or licensed to Sponsor, which entrant has a limited license to use to create and upload a Submission in this Contest. Nothing in this Contest shall be construed to give entrant any right, title, or interest to any trademarks, patents or other intellectual property rights of Sponsor or The Coca Cola Company. Sponsor reserves the right to edit a

Submission to remove brands, trademarks, or school names before publicizing it in any way;

- The Submission must not contain text not created by entrant;
- The Submission must not contain material that Sponsor deems to be inappropriate, offensive, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that Sponsor deems to promote bigotry, racism, hatred or harm against any group or individual or to promote 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.

Limit: Limit of one (1) Submission per entrant during the Entry Submission phase. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to upload more than 1 Submission by using multiple/different email addresses, identities, registrations and logins, or any other methods will void all of that entrant's Submissions and that entrant may be disqualified from this Contest and any of the Sponsor's other promotions. Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, transferable, assignable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission or any portion thereof. Sponsor is not responsible for lost, late, incomplete, invalid, un-intelligible or misdirected Submissions, which are disqualified in Sponsor's sole discretion. In the event of a dispute as to any entry or as to the owner of any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant. 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 email address. Each entrant may be required to show proof of being the authorized account holder.

6. Determination of Winners:

A panel of qualified judges, determined by Sponsor in its sole discretion, will review the Submissions and select up to 2 winners from each of the corresponding Participating Schools with the highest-scoring Submissions (each, a "**Winner**") based on the following criteria:

- Quality/Clarity of Detail in the Submission (50%);
- Enthusiasm, eagerness and excitement to participate in the Internship (25%); and
- Creativity of Submission (25%).

In the event of a tie, the entrant whose Submission received the highest score for "Enthusiasm, eagerness and excitement to participate in the Internship" criterion, as determined by the qualified judges, will be deemed the applicable Winner. Sponsor reserves the right to select more than 2 Winners, fewer than 2 Winners, or no Winners, from each Participating School, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

7. Winner Requirements: Sponsor will attempt to notify each potential Winner of his/her selection for a Contest Prize by email, mail, or phone no later than May 31, 2024. Each of the potential Winners will be required to sign and return to Administrator, within 5 business days of the date notice or attempted notice is sent, a Declaration of Compliance, Code of Conduct (including behavior on social media, and Liability and Publicity Release in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator or other Promotional Parties. Each potential Winner will be required to verify they are available to attend

the full length of the internship. **Each potential Winner must also agree to Sponsor conducting a background check** to Sponsor's satisfaction, in order to be eligible to receive a Contest Prize. If any potential Winner cannot be contacted, fails to complete the steps above within the required time period, cannot participate for the full duration of the internship, fails the background check, as determined by Sponsor, in its sole discretion, or if a prize is returned as undeliverable, he/she forfeits the Contest Prize. In the event that there are not a sufficient number of eligible and qualified Submissions, as determined by Sponsor, in its sole discretion, some prizes may remain un-awarded. In the event that a potential Winner is disqualified for any reason, the Contest Prize may be awarded to a runner-up, if any, in Sponsor's sole discretion. Up to 3 alternate Winners may be determined, after which the applicable Contest Prize will remain un-awarded.

Acceptance of any prize shall constitute and signify Winner's agreement and consent that Sponsor and its designees may use the Winner's name, city, state, likeness, photo, Submission, and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, each Winner agrees to the license specified in Section 5, above, for the Submission and/or the story represented by the Submission, including, without limitation, a license to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Each Winner acknowledges and agrees that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Each Winner will indemnify Sponsor, Released Parties (as defined in Section 12 below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable attorneys' fees and legal expenses) arising out of any breach of these Official Rules.

8. Prizes: Each qualified Winner will receive an unpaid internship lasting up to one week at one of Sponsor's facilities, as determined by Sponsor in its sole discretion, and a stipend of Two Thousand Dollars (\$2,000) upon Winner's full completion of the internship in agreement with the requirements below (each, a "**Contest Prize**"). One (1) Contest Prize per Winner.

Winners are expected to attend every day of the internship from beginning to end of each day, be punctual, participate fully in all internship activities without interruption for personal business, dress professionally in business casual attire, behave in a manner that does not disrupt the internship experience for other Winners, and represent their Participating School in a positive and professional manner. Winners will be responsible for transportation to and from the city where the internship is located. No family or other guests may stay in the accommodation provided by Sponsor.

For All Prizes: No substitution, exchange or transfer of prize by any Winner. Except where prohibited by law, Sponsor reserves the right to substitute any prize or experience for one of equal or greater value. Each Winner is responsible for all taxes and fees, if any, associated with Contest Prize receipt and/or use.

9. Publicity: Except where prohibited, participation in the Contest constitutes each entrant's consent for the Sponsor and the Sponsor's designees to use entrant's name, prize information, likeness, Submission, city and state of residence for public relations, advertising, and promotional purposes in any media without further consideration.

10. General Conditions: In the event that the operation, security, or administration of the Contest or Internship is impaired in any way for any reason, including, but, not limited to, fraud,

outbreak of widespread illness, pandemic, or other similar occurrence, virus or other technical problem, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest, and select the Winners from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor. The 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 Contest 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 undermine the legitimate operation of this Contest may be in violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Each Winner shall be subject to Sponsor's policies and codes of conduct applicable to such Winner during the internship, including any health safety protocols. Failure to comply with Sponsor's policies and codes of conduct may result in the Winner's dismissal from the internship and forfeiture of the Contest Prize.

11. Release and Limitations of Liability: Except where prohibited, by participating in the Contest, entrant agrees to release and hold harmless Coca-Cola Bottling Company United, Inc., The Coca-Cola Company, Coca-Cola bottlers, and their respective related companies, parents, subsidiaries, affiliates, licensors, and their respective agents and agencies, promotional partners, prize partners, and their respective officers, directors, employees and agents (collectively, the "**Released Parties**") from and against any claim or cause of action arising out of participation in the Contest or use of the Contest Prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors or human error; (d) errors in the administration of the Contest or the processing or judging of Submissions; (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 entrant's participation in the Contest or the use or misuse of any prize (including related travel). Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant's Submission is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, then entrant's sole remedy is another Submission in the Contest, if it is possible. If the Contest, or any part of it, is discontinued for any reason, then Sponsor, in its sole discretion, may elect to select Winners from among all eligible Submissions received up to the date of discontinuance for any Contest Prize offered herein. No more than the stated number of Contest Prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of Contest 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 Contest Prizes among all legitimate, un-awarded, eligible Submissions. These Official Rules prevail should there be any conflict or uncertainty relating to the Contest based on information or advice provided by any of the Promotional Parties.

12. Disputes: Each entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest, its Contest Prizes, or its associated Winner selection and/or notification shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of Alabama, Central Division, or the appropriate Alabama state court located in Jefferson County, Alabama; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Winner, and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Alabama, without giving effect to any choice of law or conflict of law rules (whether of the State of Alabama or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Alabama.

13. Winner List: For a winner list, visit <https://cocacolaunited.com/coca-cola-united-pay-it-forward-internship-application/>. The winner list will be posted after all Winner confirmations are complete.

14. Participant's Personal Information: Information collected from participants is subject to the Sponsor's Privacy Policy: <https://cocacolaunited.com/coca-cola-united-our-online-contest-privacy-policy/>. By participating in the Contest, entrants grant the Promotional Parties permission to use their personal information in accordance with Sponsor's Privacy Policy.