

**COCA-COLA "ENTER FOR A CHANCE TO WIN
CARRIE UNDERWOOD TICKETS" SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE NECESSARY
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING**

1. **ELIGIBILITY:** Open only to legal residents of North Carolina and South Carolina who are 18 years of age or older as of 9/02/10. Void outside North Carolina, South Carolina and where prohibited by law. Employees of The Coca-Cola Company and its "Promotional Participants" (i.e., Coca-Cola Bottlers, Lowes Foods and each of their respective affiliates, subsidiaries, advertising and promotion agencies, and suppliers involved in this promotion) and their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister and/or spouse's of each) and/or those living in the same household of each are not eligible.
2. **TWO WAY TO ENTER:**
 - A) Beginning at 12:00:01 AM Eastern Daylight Time (EDT) on 9/06/10 until 11:59:59 PM (EDT) on 10/04/10 (the "Promotion Period"), each time you visit participating Lowes Foods stores and use your Fresh Rewards Card with the purchase of five (5) **vitaminwater®** or **vitaminwater®** zero 20 oz. bottles, you will automatically be entered in the random drawing. Limit one (1) entry per person, per transaction.
 - B) To enter without making a purchase: On a plain piece of 3" x 5" paper, hand print your complete name, street address (no PO Boxes), city, state, ZIP code, date of birth (mm/dd/yyyy), plus daytime and alternate telephone numbers. (If you do not have a telephone, indicate "No Phone." Failure to comply with this or any other official rule will result in disqualification). Mail entry in a hand-addressed, business-size (#10) envelope with first-class postage affixed, to: Coca-Cola "Enter for a Chance to Win Carrie Underwood Tickets" Sweepstakes, PO Box 27154, Golden Valley, MN 55427. Entries must be received by 9/07/10. Limit one (1) entry per stamped envelope. No mechanically reproduced entries permitted.
3. **RANDOM DRAWING:** Two Grand Prize winners will be selected in a random drawing held on or about 10/06/10 from among all eligible entries received. Potential winners will be notified by mail or phone. Decisions of the judges are final. Odds of winning will depend upon the number of eligible entries received.
4. **PRIZE & APPROXIMATE RETAIL VALUE ("ARV"):** (2) Grand Prizes – two (2) tickets to the Carrie Underwood concert on 10/29/10 held at the Greensboro Coliseum in Greensboro, NC. Prize includes backstage meet and greet (subject to availability) for winner only. ARV: \$150 each. There is no monetary value associated with the meet and greet. Transportation/parking is not included. Sponsor is not responsible if concert is delayed, postponed, or cancelled for any reason, in whole or in part. If concert is delayed, postponed or cancelled for any reason, winner will not receive cash or other substitution for tickets, but tickets may be subject to standard rain check policies and procedures established by issuer. Seat location is at Sponsor's sole discretion. Prize consists of only the items specifically listed as the prize. Sponsor reserves the right to substitute prize of equal or greater value.

5. **GENERAL RULES:** No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes, and any other expenses not specifically mentioned herein, are the sole responsibility of winner. All federal, state and local laws and regulations apply. All materials submitted become the property of the Sponsor and will not be returned. Not responsible for outdated or incorrect preferred customer card data, entries not received by entry deadline or for electronic, network or computer/scanner failures or malfunctions, cards scanned incorrectly, or other technical errors of any kind. Sponsor reserves the right to cancel or modify the promotion if fraud, misconduct or technical failures destroy the integrity of the promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by Sponsor/judging agency/ administrator, in their sole discretion. If promotion is so cancelled, prizes will be awarded in a random drawing from among all eligible Fresh Rewards Card entries received prior to the time of termination and all eligible entries received via Rule 2B. For purposes of determining eligibility and awarding prize, entries will be declared made by the authorized account holder. Participant may be requested to provide Sponsor with proof that the participant is the authorized account holder of the preferred customer card associated with the account. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate may be selected, time permitting. Acceptance of prize constitutes permission to the Sponsor, the Promotional Participants and their agencies to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winners agree to release and hold Sponsor, the Promotional Participants and their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion, and the acceptance or use of any prize. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants accept and agree to be bound by these Official Rules. Any violation of these rules may result in disqualification. All decisions of the judges regarding this promotion are final and binding in all respects. Sponsor and its Promotional Participants are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.
6. **WINNERS LIST:** For the names of the winners, available after 11/07/10, send a separate, self-addressed, stamped (#10) envelope to: Coca-Cola "Enter for a Chance to Win Carrie Underwood Tickets" Sweepstakes Winners List, PO Box 27154, Golden Valley, MN 55427 to be received by 10/0710.
7. **SPONSOR:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.