

COCA-COLA ZERO AND BLARNEY “DETROIT PISTONS VIP EXPERIENCE” SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE NECESSARY

1. **TO ENTER:** Beginning 12:00:01 AM Eastern Time (“ET”) on 1/24/12 through 11:59:59 PM (ET) on 2/28/12, log on to www.blarneycastleoil.com, click on the sweepstakes icon and follow the on-screen instructions to complete the on-line entry form. Limit one (1) entry per person.
2. **RANDOM DRAWING:** Potential winner will be selected in a random drawing held on or about 2/29/12 from among all eligible entries received. Decisions of the judges are final. Potential winner will be notified by phone, email or mail. Odds of winning depend upon the number of eligible entries received.
3. **PRIZE & APPROXIMATE RETAIL VALUE (“ARV”):** (1) Grand Prize – Four (4) tickets the 3/7/12 Detroit Pistons home ball game. If game is delayed, postponed or cancelled for any reason, winner will not be reimbursed for tickets, but tickets are subject to standard rain check policies and procedures established by issuer. Prize consists of only those items specifically listed as part of the prize. Sponsor reserves the right to substitute prize of equal or greater value. Prize provided by Blarney Castle Company.
4. **GENERAL RULES:** Open only to residents of Michigan who are 18 years of age or older as of 1/03/12. Employees of The Coca-Cola Company and its “Promotional Participants” (i.e., Coca-Cola Bottlers, Blarney Castle Company, Detroit Pistons 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 spouses of each) and/or those living in the same household of each are not eligible. Void outside Michigan and where prohibited by law. Not responsible for lost, late, damaged, delayed, incomplete, unintelligible entries or entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person’s computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention, failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a users ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. All materials become exclusive property of Sponsor and will not be acknowledged or returned. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. 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. **INTERNET CAUTION: ANY ATTEMPT BY AN 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, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW.** 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. In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the “authorized e-mail account holder” and any damage made to the Web site will also be the responsibility of the authorized e-mail account holder of the e-mail address submitted at the time of entry. “Authorized e-mail account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Sponsor with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Multiple entrants are not permitted to share the same email address. Any attempt by an entrant to obtain more than one (1) entry per day by using multiple/different email addresses or any other methods will void that entrant’s entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. No substitution, cash redemption or transfer of prize by winner

permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, time permitting. Potential winner and each designated guest must sign and return a Release of Liability Form prior to game. Noncompliance will result in prize forfeiture of the arena tour and sitting in the penalty box. If a minor (as determined by his/her state of residence) is selected as a guest of a winner, winner must be his/her parent/legal guardian or he/she must be accompanied by his/her parent/legal guardian who will be counted as one of the 3 guests and must sign required paperwork on behalf of minor. Acceptance of prize constitutes permission to the Sponsor and its Promotional Participants to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Sponsor, the Promotional Participants and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of acceptance/use of prize. Winner is solely responsible for the actions of any guests who accompany him/her to game. By accepting prize, winner agrees to indemnify and hold Sponsor and the Promotional Participants harmless for any and all claims, liability, damages, costs or expenses arising from the actions of his/her guests at game. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion and use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. 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.

5. WIN LIST: For name of the winner, available after 3/07/12, send a separate, self-addressed, stamped (#10) envelope to: Coca-Cola Zero and Blarney "Detroit Pistons VIP Experience" Sweepstakes Win List, 4955 Steubenville Pike, Ste. 250, Pittsburgh, PA 15205, to be received by 3/07/12.

6. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

DETROIT PISTONS VIP EXPERIENCE SWEEPSTAKES

Please complete the information below to be entered into the sweepstakes. Click on the rules link to see the Official Rules. Limit one (1) entry per person/email address, per day. Be sure to check all the information for accuracy before you submit.

All Fields Are Required

FIRST NAME	<input type="text"/>
LAST NAME	<input type="text"/>
ADDRESS 1 (NO PO BOXES)	<input type="text"/>
CITY	<input type="text"/>
STATE	<input type="text"/> Recommend drop down box with Michigan only choice
ZIP CODE	<input type="text"/>
EMAIL ADDRESS	<input type="text"/>
DAY PHONE	<input type="text"/> - <input type="text"/> - <input type="text"/>
ALTERNATE PHONE	<input type="text"/> - <input type="text"/> - <input type="text"/>
DATE OF BIRTH (MM/DD/YYYY)	<input type="text"/>

By entering this promotion, I certify that I have read and I agree to the [Official Rules](#).

SUBMIT

Recommend putting abbreviated rules on bottom of page. Link to Official Rules is a requirement.

NO PURCHASE NECESSARY. Open only to residents of Michigan, who are 18+ as of 1/01/12. Void where prohibited by law. Sweepstakes begins 12:00 AM (ET) on 1/24/12 and ends 11:59 PM (ET) on 2/28/12. Subject to the **Official Rules**. Sponsor: The Coca-Cola Company, Atlanta, GA.