

CATLANTIC COCA-COLA BOTTLING COMPANY FALL SPORTS GIVEAWAY OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

ELIGIBILITY: (the "Promotion") is open to legal residents living within the state of Iowa who are age 18 or older at the time of entry. Void outside the Territory, Puerto Rico, Guam, the U.S. Virgin Islands, outside the U.S., and wherever else prohibited by law. Employees of Atlantic Coca-Cola Bottling Company (the "Sponsor"), The Coca-Cola Company and their respective subsidiaries, affiliates, advertising and promotion agencies, and the immediate family members (spouses, parents, children, and siblings and their spouses) of, and/or those living in the same household of each, are not eligible to enter. The Promotion is subject to all applicable federal, state, and local laws and regulations.

PROMOTION ENTRY PERIOD: The Promotion begins at 7:30 AM Central Time ("CT") on Monday August 17, 2026, and ends at 3:00 PM CT on Monday, February 1, 2027 (the "Promotion Period"). At the conclusion of each Entry Period, a random drawing will be conducted to select two (2) winners (each, a "Drawing") as defined in the "Entry Period & Drawing Schedule" below. Entries must be received during the Entry Period to be eligible for that Entry Period's drawing and prize. Sponsor's computer is the official timekeeping device for this Promotion.

ENTRY PERIOD & DRAWING SCHEDULE				
Entry Period	ENTRY PERIOD All eligible entries must be received or postmarked between:		Drawing Date: On or about:	# of Prizes per Entry Period
	Entry Period Start: 7:30 AM CT on:	Entry Period End: 3:00 PM CT on:		
Entry Period 1: Iowa Hawkeyes x UNI Panthers Football Game Tickets	8/17/2026	10/20/26	10/20/26	TWO (Entry Period Prize)
Entry Period 2: Iowa Hawkeyes x UNI Panthers Men's Basketball Game Tickets	8/17/2026	1/1/27	1/1/27	TWO (Entry Period Prize)
Entry Period 3: Iowa Hawkeyes x UNI Panthers Men's Wrestling Meet Tickets	8/17/2026	2/1/2027	2/1/2027	TWO (Entry Period Prize)

HOW TO ENTER: To enter the Promotion during the Promotion Period, participants must complete the following steps for a chance to win. Entrants must scan the QR code on the coasters, enter all the required

information and submit your entry. Only entries that meet all requirements during the entry period will be eligible for the random drawing.

There is no charge to submit an entry to the Atlantic Coca-Cola Bottling Company Fall Sports Giveaway.

Limit one (1) entry per person per Entry Period. Automated entries are prohibited, and any use of such automated devices will cause disqualification.

PRIZES/APPROXIMATE RETAIL VALUE ("ARV")/ODDS:

The Atlantic Coca-Cola Bottling Company Fall Sports Giveaway consists of three (3) separate Entry Periods, with two (2) prizes awarded during each Entry Period. At the conclusion of each Entry Period, two (2) qualified entrants will be selected as winners. One (1) winner will receive the University of Iowa prize and one (1) winner will receive the University of Northern Iowa (UNI) prize associated with that Entry Period.

For Entry Period 1, one (1) winner will receive four (4) tickets to the University of Iowa Hawkeye Football game versus Wisconsin on 10/31/2026, with an **Approximate Retail Value ("ARV") of \$500.00**. One (1) additional winner will receive four (4) tickets to the University of Northern Iowa Panthers Football game versus South Dakota State on 11/7/2026, with an **ARV of \$160.00**. **The total ARV of all prizes awarded during Entry Period 1 is \$660.00.**

For Entry Period 2, one (1) winner will receive four (4) tickets to a University of Iowa Men's Basketball game, with the opponent and game date to be determined. One (1) additional winner will receive four (4) tickets to a University of Northern Iowa Panthers Men's Basketball game, with the opponent and game date to be determined. **The ARV of these prizes will be announced once ticket pricing becomes available.**

For Entry Period 3, one (1) winner will receive four (4) tickets to a University of Iowa Men's Wrestling meet, with the opponent and meet date to be determined. One (1) additional winner will receive four (4) tickets to a University of Northern Iowa Panthers Wrestling meet, with the opponent and meet date to be determined. **The ARV of these prizes will be announced once ticket pricing becomes available.**

In total, six (6) winners will be selected throughout the Promotion Period, with two (2) winners selected during each Entry Period. Winners are solely responsible for any applicable federal, state, and local taxes associated with the acceptance and use of their prize. No substitution, transfer, or cash redemption of prizes will be permitted except at the sole discretion of the Sponsor.

RANDOM DRAWING OF WINNER / WINNER NOTIFICATION & VERIFICATION: Random Drawing will be conducted by the Promotion Sponsor; whose decisions are final.

Entry Period Prize: The potential Entry Period Prize winner will be selected in a random drawing from among all eligible entries received within the corresponding Entry Period on or about the corresponding Random Drawing Date indicated in the Entry Period & Drawing Schedule in the "Promotion Entry Period" section of these Official Rules. The Potential Entry Period Prize winners will be notified by the email address they originally entered the giveaway with and requested to confirm their information within forty-eight (48) hours via return email or message. The prize winner will receive instructions on how to claim their prize within one – two (1-2) business days of the winner being verified.

Prize Fulfillment: The Sponsor will coordinate directly with the verified winner to arrange receipt of the prize. The winner will be contacted using the information provided at entry and given instructions for claiming the prize. Any applicable delivery, pickup, or transfer details will be communicated by the Sponsor at that time.

Ticket Seating: Seat locations are determined by the Sponsor and/or ticket provider and are subject to availability, venue policies, and ticketing restrictions. Specific seat locations cannot be guaranteed. Transportation, parking, lodging, food, beverages, and any other expenses not expressly stated herein are the sole responsibility of the winner.

If any game, meet, or event is canceled, postponed, rescheduled, or otherwise unavailable, Sponsor reserves the right to substitute a prize of equal or greater value in its sole discretion

If a prize notification or prize is returned as undeliverable, or if the winner is found to be ineligible or not in compliance with these rules, that winner will be disqualified, and the prize may be awarded to an alternate winner in a separate random drawing.

PRIZE CONDITIONS: The prize is not redeemable for cash. Prizes are not assignable nor transferable. No substitution is permitted except if prize is unavailable, in which case a prize of equal or greater value will be awarded. No cash in lieu of prizes and no exchange or substitution of prizes, except at the sole discretion of the Sponsor. Any other incidental expenses on prize not specified herein are the winner's sole responsibility.

Winners are responsible for all federal, state, local and income taxes associated with winning a prize. Except where prohibited by law, entry and acceptance of prize constitute permission to use winner's name, prize won, hometown, likeness, video tape, photographs, and statements for purposes of advertising, promotion and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission.

The Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winners acknowledge that the Sponsor and all other companies/businesses affiliated with this Promotion and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative to the quality, conditions, fitness or merchantability of any aspect of the prize being offered, except that each merchandise prize shall be subject to its manufacturer's standard warranty (if any).

GENERAL: Participating entrants agree to these Official Rules and the decisions of the Sponsor and the Promotion Administrator, and release the Sponsor, the Promotion Administrator, The Coca-Cola Company, Facebook, Instagram, and their affiliated companies, and all other businesses involved in this Promotion, as well as the employees, officers, directors and agents of each (the "Released Parties"), from all claims and liability relating to their participation in the promotion, and the acceptance and use/misuse of the prize offered. Winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this Promotion or use/misuse or redemption of the prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Promotion or in the announcement of the prize.

In the event of a dispute over the identity of an entrant, the entry will be deemed submitted by the "Authorized Account Holder" of the email address or phone number provided in the giveaway entry form. The Authorized Account Holder is the natural person who registered the email address or phone number and has access to it. The Sponsor may require any entrant or potential winner to provide proof, to the Sponsor's satisfaction, that they are the Authorized Account Holder of the contact information associated with the entry. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Released Parties are not responsible for: (i) lost, late, misdirected, damaged or illegible

entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Promotion. By participating in the Promotion, you (i) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and the Promotion Administrator, which are final and binding in all matters relating to the Promotion. Failure to comply with these official rules may result in disqualification from the Promotion. Sponsor reserves the right to: (i) permanently disqualify from any promotion it sponsors any person it believes has intentionally violated these official rules; and (ii) withdraw a method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Promotion). If for any reason this Promotion is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Promotion, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Promotion, at which time, Sponsor will conduct a random drawing from among all eligible entries received at the time of the Promotion termination.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE PROMOTION, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

DISPUTES: Except where prohibited, entrant agrees that any and all disputes, claims, and causes of action arising out of, or connected with, the Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the state of Iowa. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the state of Iowa without giving effect to any choice of law or conflict of law rules (whether of the State of Iowa or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Iowa. The remedy for any claim shall be limited to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential, or incidental damages, including attorney's fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief.

THE PARTIES HEREBY WAIVE THEIR RIGHT TO JURY TRIAL WITH RESPECT TO ALL CLAIMS AND ISSUES ARISING OUT OF OR RELATING TO THIS AGREEMENT WHETHER SOUNDING IN CONTRACT OR TORT AND INCLUDING ANY CLAIM FOR FRAUDULENT INDUCEMENT THEREOF.

OFFICIAL RULES REQUEST: To request a copy of the Official Rules, email the request with the promotion name in the subject line or send a self-addressed, stamped envelope by February 1, 2027, to: **The Atlantic Coca-Cola Bottling Company Fall Sports Giveaway, Official Rules Request**, Attn: Commercialization Dept., 3600 Army Post Rd., Des Moines, IA 50321.

WINNER CONFIRMATION REQUEST: For a written confirmation of the winner (available after February 1, 2027), send a stamped, self-addressed envelope (postmarked no later than February 4, 2027), to: **The**

Atlantic Coca-Cola Bottling Company Fall Sports Giveaway, Attn: Commercialization Dept., 3600 Army Post Rd., Des Moines, IA 50321.

SPONSOR: Atlantic Coca-Cola Bottling Company, 3600 Army Post Rd. Des Moines, IA 50321.

Void outside the Territory, Puerto Rico, Guam, the U.S. Virgin Islands and wherever else prohibited by law.

TRADEMARKS: Company names and trademarks associated with prizes are used solely for the purposes of identification of prizes. No endorsement, authorization, sponsorship, or approval of such entertainment venues, restaurants, or hotel accommodations associated with prizes is intended or implied by such use. All referenced company names and trademarks are registered trademarks or copyrights of their respective owners.