

ATLANTIC COCA-COLA BOTTLING COMPANY X SCHEELS GIFTCARD 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 8:00 AM Central Time ("CT") on Thursday, October 1 and ends at 12:00 AM PM CT on Friday, November 20, 2026 (the "Promotion Period"). At the conclusion of the promotion period, there is one Random Drawing (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/submitted between:		Drawing Date: On or about:	# of Prizes per Entry Period
	Entry Period Start: 8:00:00 AM CT on:	Entry Period End: 11:59 PM CT on:		
Entry Period 1: ATLANTIC COCA-COLA BOTTLING COMPANY X SCHEELS GIFTCARD GIVEAWAY	10/1/2026	10/30/2026	10/30/2026	TWO (Entry Period Prize)
Entry Period 2: ATLANTIC COCA-COLA BOTTLING COMPANY X SCHEELS GIFTCARD GIVEAWAY	10/1/2026	11/20/2026	11/20/2026	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. To enter, participants must scan the QR code displayed on the point of sale or visit www.atlanticbottling.com/scheelssweeps26 and complete all required fields in the entry form. Only entries that are fully completed and submitted during the promotion period will be eligible for the random drawing.

There is no charge to submit an entry to the Atlantic Coca-Cola Bottling Company x Scheels Giftcard Giveaway.

Limit one (1) entry per person during the Promotion Period. Any additional entries submitted by the same person may be disqualified. Automated entries are prohibited, and any use of such automated devices will cause disqualification.

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

Entry Prize: Atlantic Coca-Cola Bottling Company x Scheels Giftcard Giveaway. There are a total of four (4) **Entry Period Prizes** available to be won. Each Entry Prize consist of a physical \$100 Scheels Giftcard. **The ARV of the Entry Period Prize: \$100.00 plus applicable taxes being given away to one qualified entrant at the conclusion of the Entry Period.**

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 winner will be notified by email via the email address they originally submitted in the giveaway form 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 method will be determined by the Sponsor and may include mail, in-person pickup, or another reasonable method of distribution. Winners are responsible for providing accurate contact information and complying with all instructions necessary to claim their prize. If in-person pickup is required, the winner will be responsible for arranging pickup within the timeframe specified by the Sponsor (30 days after confirmation). Failure to claim or accept the prize within the designated timeframe may result in forfeiture of the prize. The Sponsor is not responsible for prizes that are undeliverable due to inaccurate information provided by the winner or the winner's failure to respond to prize notification or fulfillment instructions.

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 November 20, 2026, to: **Atlantic Coca-Cola Bottling Company x Scheels Gift card 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 November 30, 2026), send a stamped, self-addressed envelope (postmarked no later than November 30, 2026), to: **Atlantic Coca-Cola Bottling Company x Scheels Gift Card 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.