

Coca-Cola® Presents
LaRosa's 70th Anniversary Instant Win Game
OFFICIAL RULES

NO PURCHASE OR STORE VISITATION NECESSARY TO ENTER, PLAY, OR TO WIN.
A PURCHASE OR STORE VISITATION WILL NOT INCREASE YOUR CHANCES OF WINNING.

THE PROMOTION IS OPEN ONLY TO LEGAL RESIDENTS OF INDIANA, KENTUCKY, AND OHIO WHO ARE AT LEAST 18 YEARS OF AGE OR OLDER AT TIME OF ENTRY.

VOID OUTSIDE THE GEOGRAPHIC ELIGIBILITY LISTED ABOVE AND WHERE PROHIBITED.

1) PROMOTION DESCRIPTION: The LaRosa's 70th Anniversary Instant Win Game (the "Promotion") starts on March 25, 2024 at 12:00:00 AM Eastern Time ("ET") and ends on September 30, 2024 at 11:59:59 PM ET (the "Promotion Period"). The Administrator's computer is the official time-keeping device for this Promotion.

2) ELIGIBILITY: The Promotion is open only to legal residents of the states of Indiana, Kentucky, and Ohio who are 18 years of age or older at the time of Game Play/entry (as defined below in Rule #3). Employees and non-employee workers of The Coca-Cola Company (the "Sponsor"), Coca-Cola Bottlers, LaRosa's Inc., Marden-Kane, Inc. (the "Administrator"), and each of their parent companies, affiliates, subsidiaries, advertising, promotion, and internet agencies, suppliers and any other companies engaged in the development, administration, production, fulfillment or distribution of materials for this Promotion (collectively the "Released Entities") and each such employee's immediate family member and/or those living in the same household of each are not eligible to enter or win a prize. Each entrant (the "Entrant" or "Participant") by participating in the Promotion agrees to be bound by these Official Rules and by the Sponsor's and/or Administrator's decisions, which are final and binding in all matters related to this Promotion. This Promotion is subject to all applicable federal, state, and local laws and regulations. Void outside the geographic eligibility listed above and where prohibited or restricted by law.

3) THERE ARE TWO WAYS TO ACCESS THE ONLINE ENTRY FORM AND ENTER AND PLAY IN THIS PROMOTION:

- A. **Scan Code:** During the Promotion Period, access the online entry form by scanning the Quick Response ("QR") code found on advertising materials at participating retail locations with your web-enabled mobile device. When using a web-enabled mobile device, message and data rates apply. You agree to incur any and all charges demanded by your wireless carrier. Not all mobile devices offer wireless Internet access; and wireless Internet access may not be available in all areas.
- B. **Free Method of Play:** During the Promotion Period, to play and enter WITHOUT making a store visitation or scanning a QR code, go to www.larosas.com/70thAnniversary.

Upon completion of either A or B above, follow the instructions to complete and submit the online entry form, including providing your full name, address, city, state, zip code, mobile phone number and a valid email address. You will then be prompted to play the Game (the "Game Play") as further described below in Rule #4. After playing the Game, if you receive an on-screen winning message notification, follow the instructions to claim your prize. All winners are subject to confirmation, verification and compliance with these Official Rules. Any other message or lack thereof indicates you are not an instant winner of a prize.

4) INSTANT WIN GAME PLAY: All Game prizes are randomly seeded at predetermined designated winning times ("Winning Time") throughout the Promotion Period. The first eligible Participant to play the Game at the Winning Time will be the potential winner of the Game prize indicated. If no eligible Participant plays the Game at the Winning Time, the first eligible Participant who plays after the Winning Time will be the potential winner of the seeded prize. **There is a maximum of one (1) Game Play per person/per day, regardless of method of entry.** If a Participant's Game Plays exceed the disclosed maximum, by any means, including but not limited to establishing multiple email accounts, he/she

will be disqualified from participation in this Promotion. A day is defined as the calendar day beginning at 12:00 AM ET and ending the same day at 11:59 PM ET. No responsibility is assumed for Participant information that is incomplete or incorrectly entered. All potential winners are subject to verification by the Sponsor or Administrator, whose decisions are final and binding. The Sponsor or Administrator will not accept screen shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the Game system has failed for any reason is deemed a defective Game Play, is void and will not be honored. Any entry information collected for/from the Promotion shall be used only in a manner consistent with these Official Rules.

6) PRIZES AND RETAIL VALUE (“RV”): Seven Hundred Fifty-Four (754) Game Prizes will be offered in the Promotion as follows:

- **Seventy (70):** “Pizza for a Year” (fulfilled via LaRosa’s Gift Card). ARV: \$500 each. Total ARV: \$35,000.
- **Twenty (20):** Four (4) tickets to Kings Island in Mason, OH (2024 season only). Prize includes one (1) parking pass and four (4) single meal deal coupons. ARV: \$440 each. Total ARV: \$8,800.
- **Nine (9):** Four (4) tickets to a 2024 FC Cincinnati regular season home game at TQL Stadium, Cincinnati, OH. ARV: \$228 each. Total ARV: \$2,052.
- **Twenty-Five (25):** Four (4) tickets to a Cedar Fair Park (2024 season only). For locations, visit <https://www.cedarfair.com/properties>. ARV: \$200 each. Total ARV: \$5,000.
- **Five (5):** Four (4) tickets to LEGOLAND Discover Center in Columbus, Ohio. ARV: \$125 each. Total ARV: \$625
- **Five (5):** Four (4) tickets to the Cincinnati Zoo, Cincinnati, Ohio (2024 season only). ARV: \$60 each. Total ARV: \$300.
- **Twenty (20):** A \$25 LaRosa’s Gift Card. Total Value: \$500.
- **Five (5):** A pair of tickets to a Cinemark Theater. ARV: \$20 each pair. Total ARV: \$100.
- **Fifty (50):** A Large Pizza with one (1) topping. ARV: \$16 each. Total ARV: \$800.*
- **Twenty-Five (25):** A Coca-Cola T-Shirt and Hat (as solely determined by the Sponsor). ARV: \$15 each. Total ARV: \$375.
- **Fifty (50):** A Medium Pizza with one (1) topping. ARV: \$14 each. Total ARV: \$700.*
- **Forty (40):** A LaRosa’s T-Shirt (size large). ARV: \$10. Total ARV: \$400.
- **Fifty (50):** A Steak Hoagy. ARV: \$9 each. Total ARV: \$450.*
- **Fifty (50):** A Baked Royal Hoagy. ARV: \$9 each. Total ARV: \$450.*
- **Fifty (50):** A Small Pizza with one (1) topping. ARV: \$8 each. Total ARV: \$400.*
- **Fifty (50):** A Rondo. ARV: \$8 each. Total ARV: \$400*
- **Fifty (50):** A Calzone. ARV: \$8 each. Total ARV: \$400*
- **Fifty (50):** An order of Pretzel Bites. ARV: \$7 each. Total ARV: \$350*
- **Twenty-Five (25):** A Cheese Cake Scoops Desert. ARV: \$6 each. Total ARV: \$150*
- **Twenty-Five (25):** A Cinnamon Dippers Desert. ARV: \$6 each. Total ARV: \$150*
- **Fifty (50):** An order of Breadsticks with Cheese. ARV: \$4 each. Total ARV: 200.*
- **Thirty (30):** A Chocolate Chip Cookie. ARV: \$3 each. Total ARV: \$90.*

*Prize fulfilled via unique coupon code provided by the Administrator.

Total RV of all Game Prizes: \$57,692. **Odds of winning a Game prize in the Promotion depend upon the number of eligible Participants playing the Game, the date and time of each play.** The number of Game prizes available to be won will decrease during the Promotion Period as prizes are awarded and claimed. **Limit of one (1) Game prize per person.** No more than the listed number of Game prizes will be awarded. If for any reason, including but not limited to an administrative, printing, production or other error or due to incorrect announcements of any kind, more winning Official Game messages are distributed or more Game prizes are claimed than are intended to be awarded for any prize level according to these Official Rules, intended Game prizes will be awarded in a random drawing from among all verified prize claims received for that prize level. In no event will Sponsor be obligated to award more than the stated number of

prizes. In the event of a printing, production or other error or irregular Game Play, neither the Sponsor nor its respective agents and agencies shall have any liability.

7) PRIZE RESTRICTIONS: Gift Cards and tickets are subject to terms and conditions specified by the issuer and winners and guests agree to comply with such terms and conditions as well as with all venue rules and regulations. Exact location of seats is as solely determined by the Sponsor. No substitutions, cash equivalents, or transfer of prize permitted except at the sole discretion of the Sponsor. Prize may not be sold, bartered or exchanged by winner. Prize consists of only those items specifically listed as part of the prize. All details of prize not specified herein shall be determined solely by Sponsor. Sponsor makes no warranties, and hereby disclaims any and all warranties, expressed or implied, concerning any prize furnished by third parties in connection with the Promotion. At Sponsor's sole discretion, prize may vary to what has been advertised, pictured, etc. **Limit of one prize per person, per household.** All Game prizes will be fulfilled by the Administrator 4 to 6 weeks after verification of eligibility. **The Released Entities are not responsible for damage or loss of a prize after it has been delivered to a confirmed winner.**

Tickets are subject to the expiration date printed thereon. The Released Entities and/or any other relevant party reserve the right to remove or deny entry/participation to the winner and/or guest of winner who engages in a non-sportsman like or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person at a prize-related venue. Ticket prizes exclude all transportation and lodging.

If a Prize-related event, in part or in its entirety, is unable to take place as planned for reasons including, but not limited to, scheduling conflicts, cancellations, postponements, delays, an event of force majeure (any acts of God, natural catastrophes, public enemies, war, acts of terrorism, civil commotion, riot, strikes or labor difficulties, lockout, judicial or government order, or other requirement of law, or national emergencies or any other cause beyond the Sponsors' reasonable control), an unforeseeable health event (e.g., pandemic or epidemic), or for any other reason whatsoever, then the Sponsor and the Released Entities will have no obligation to award compensation in lieu thereof.

8) POTENTIAL WINNER CLEARANCE: Prior to being declared a winner, each potential winner in the Game will be required to complete the online eligibility confirmation. If the online eligibility confirmation is not completed, that potential winner will be disqualified and forfeits all rights to be deemed a winner and the applicable Game prize will not be awarded. The potential winners may be contacted by the Administrator via email and may be required to complete, sign, and return the following documents (collectively, the "Documents"): [1] an affidavit of eligibility and liability release and where legal, a Publicity Release and [2] IRS Form W-9 to include winner's social security number that will be used only for the purpose of reporting the winner's prize earnings to the Internal Revenue Service (as required for prize awarded over \$600 in value). If a potential winner (i) cannot be contacted after a reasonable attempt has been made by the Administrator (as determined in Sponsor's sole discretion); or (ii) fails to return the completed Documents by the date stated in the notification letter/email; or (iii) refuses the prize; or (iv) the prize or prize notification is rejected or returned as undeliverable, then such potential winner will be disqualified and forfeits all rights to be deemed a winner and an alternate potential winner will be notified, time permitting. Only four (4) random drawings to select an alternate winner (if necessary) will be conducted, after which the applicable prize will remain unawarded. Unclaimed Game prizes will not be awarded. Upon prize forfeiture, no compensation will be given.

9) OTHER INFORMATION: All federal, state, and other tax liabilities arising from a prize are the sole responsibility of the prize winner. Sponsor and/or Administrator will not enter into any correspondence with non-winning Entrants. The Official Rules prevail should there be any conflict or uncertainty relating to the Promotion based on information or advice provided by any of the Released Entities.

10) CONDUCT: By entering into this Promotion and/or receiving a prize, Entrants and the prize winners agree to be bound by these Official Rules and waive any rights to claim ambiguity in the Promotion or these Official Rules. These Official Rules are accessible at www.larosas.com/70thAnniversary throughout the Promotion Period. Failure to comply with these Official Rules will result in disqualification. The Sponsor reserves the right, at its sole discretion, to disqualify any individual: (a) suspected of tampering with the entry process or the operation of the Promotion; (b) to be acting in

any manner deemed by the Sponsor to be in violation of the Official Rules; (c) to be acting in any manner deemed by the Sponsor to constitute unsportsmanlike or disruptive behavior, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVE THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11) LIMITATIONS OF LIABILITY: The Released Entities, assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of Entries at any point in the operation of this Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers/mobile devices or providers utilized in any aspect of the operation of the Promotion; (d) inaccessibility or unavailability of the Internet or any combination thereof; or (e) any injury or damage to the Participant's or to any other person's computer which may be related to or resulting from any attempt to participate in the Promotion or download any materials from the Promotion. If, for any reason, the Promotion is not able to run through completion for reasons which may include, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, including any other factors beyond the Sponsor's reasonable control such as a Force Majeure (e.g., war, riots, terrorism, civil unrest, strikes, blackouts, supply shortages, order of governmental authority,) an "act of God" (e.g., natural disasters, weather, etc.) or an unforeseeable health event (e.g. pandemic or epidemic), then the Sponsor reserve the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion in whole or in part, without further liability to the Entrants or third parties. In the event the Promotion is cancelled, the Sponsor reserve the right to award prizes in a random drawing from among all eligible non-suspect Entries received prior to the time of the action or event warranting such cancellation. With regard to this Promotion, the Sponsor will only contact those Entrants deemed as potential winners for purposes of clearance and awarding of the prize. These Official Rules prevail should there be any conflict or uncertainty relating to the Promotion based on information or advice provided by any of the Released Entities.

12) ENTRANT AND WINNER RELEASES: All Entrants, as a condition of entry into the Promotion, agree to release and hold harmless the Released Entities from and against any and all liability, loss, claims, demands or actions of any kind whatsoever for injuries, damages, costs, or losses to persons or property which may be sustained in connection with: (a) accessing the online entry form; (b) submitting an entry or otherwise participating in any aspect of the Promotion; (c) the acceptance, receipt, ownership, use or misuse of any prize awarded; (d) any typographical or other error in these Official Rules or the announcement of the offering of the prize; or (e) any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Each prize winner recipient shall bear all risk of loss or damage to the prize after it has been delivered.

Entrants agree to be bound by these Official Rules and consent to the use of their names, address, photographs, any statements made by Entrants, actual or simulated likenesses, and/or biographical information for public relations, advertising and promotional purposes in perpetuity, throughout the universe, by Sponsor and its designees in any and all media, whether now known or hereafter devised, without notice or further compensation, unless prohibited by law.

13) PRIVACY: By entering the Promotion, you grant the Released Entities permission to use your personal information in accordance with the Sponsor's privacy policy located at <https://us.coca-cola.com/privacy-policy/>. By participating in the Promotion, Entrants hereby acknowledge that they have read and accepted the Sponsor's privacy policy. Information collected from Entrants (such as name, postal address, telephone and email address) will not be re-used, sold or shared in any manner by the Sponsor or any third parties unless Entrant has opted-in to receive additional information and marketing or promotional material from the Sponsor or a third party.

14) GENERAL: Any attempt by a person to use multiple e-mail accounts to enter more than once will result in disqualification. Entries will be deemed made by the authorized account holder of the e-mail address used at time of Entry. In the event of a dispute over who submitted a winning Entry, the authorized account holder of the e-mail address attached to that winning Entry will be declared the winner. "Authorized Account Holder" is defined as the natural person assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the e-mail address in question. Potential winner may be asked to provide Sponsor with satisfactory proof that he/she is the Authorized Account Holder of the e-mail address associated with a potentially winning Entry. Entry generated by a script, macro or other automated means will be disqualified. Entries that are incomplete, illegible or corrupted are void and will not be accepted.

15) DISPUTES AND GOVERNING LAW: This Promotion is conducted in English (which will be given its everyday ordinary meaning), and Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prizes awarded shall be resolved individually, without resorting to any form of class action, and exclusively by the United States District Court for Atlanta, Georgia or the appropriate Georgia State Court; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in the Promotion, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Sponsor's in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules (whether of the State of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia.

16) WINNER'S LIST: To receive a copy of the winner's list, available after October 1, 2024, send an email with subject line: "LaRosa's 70th Anniversary Instant Win Game" to winnerslist@mardenkane.com. All such requests must be received by October 31, 2024.

17) SPONSOR AND ADMINISTRATOR: Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313. The Administrator is Marden-Kane, Inc., 575 Underhill Blvd., Suite 222, Syosset, NY 11791.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Cedar Fair Entertainment Company, LEGOLAND Discovery Centers US LLC, Cinemark USA, Inc., FC Cincinnati, and the Cincinnati Zoo & Botanical Garden are not sponsors of this Promotion.

Participant irrevocably waives all claims against Major League Soccer, L.L.C. ("MLS") and each of its member teams including Soccer United Marketing, LLC and their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "MLS Entities") and agrees that the MLS Entities will have no liability or responsibility for any claim arising in connection with participation in this Promotion or the prizes awarded. The MLS Entities have not offered or sponsored this Promotion in any way.

All MLS-related trademarks are the property of Major League Soccer.

Copyright 2024 Marden-Kane Inc. All rights reserved. Entrants are hereby authorized to copy these Official Rules on the condition that it will be for the Entrant's personal use only.

**LaRosa's 70th Anniversary Instant Win Game
Disclaimer Requirements**

ITEM	DESCRIPTION	LEGAL REQUIREMENTS FOR PROMOTION TERMS
Posters, POS, Clings, Other In-Store Advertising – Disclaimer (short version – when space is limited)	Printed collateral supporting the promotion	COPY IN THE FOOTER SHOULD BE IN A LEGIBLE FONT. NO PURCHASE/STORE VISITATION NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW. Promotion begins at 12:00 AM ET on 3/25/2024 and ends at 11:59 PM ET on 9/30/2024. Open to residents of Indiana, Kentucky, and Ohio who are 18 years of age or older at time of entry. For rules, eligibility, alternate method of entry, prizes, and complete details visit www.larosas.com/70thAnniversary . Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.
Pizza Box		NO PURCHASE/STORE VISITATION NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW. Ends at 11:59 PM ET on 9/30/2024. Open to residents of Indiana, Kentucky, and Ohio who are 18 years of age or older at time of entry. For rules, eligibility, alternate method of entry, prizes, and complete details visit www.larosas.com/70thAnniversary . Sponsor: The Coca-Cola Company.
Pizza Box (shorter version)		NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Ends 9/30/2024. IN/KY/OH, 18+. For rules, alternate method of entry, and details: www.larosas.com/70thAnniversary . Sponsor: The Coca-Cola Company.
Social	End of post	No Purchase Necessary. IN/KY/OH, 18+. Ends 9/30/24. For rules, methods of entry, and details: www.larosas.com/70thAnniversary .
Banner Adds	Online Add Units	No Purchase Necessary. Ends 9/30/24. Rules: www.larosas.com/70thAnniversary .