

## COMPETITION RULES

### COCA-COLA 125 MAKE YOUR HAPPIEST DREAMS COME TRUE

1. This promotional competition is organised by Coca-Cola South Africa, a division of Coca-Cola Africa (Proprietary) Limited ("Promoter").
2. The promotional competition is open to permanent residents and citizens of South Africa over the age of 18 years except any employee, director, member, partner, agent or consultant or any person directly or indirectly who controls or is controlled by the Promoter and/or immediate family members of any employee, director, member, partner, agent or consultant of or person indirectly or directly in control or controlled by the Promoter, its advertising agencies, advisers, dealers, suppliers and Bottlers of beverages identified by the trademarks owned by or licensed to The Coca-Cola Company, its affiliates and/or associated companies ("Disqualified Participants").
3. By entering the promotional competition, all participants and winners agree to be bound by these rules which will be interpreted by the Promoter, whose decision regarding any dispute will be final and binding. The Promoter reserves the right to amend, modify, change, postpone, suspend or cancel this Competition and any prizes (which have not yet been subject to a draw), or any aspect thereof, without notice at any time, for any reason which the Promoter reasonably deem necessary.
4. The promotional competition commences on 15 August 2011 and ends on 15 December 2011 both days inclusive.
5. Participants stand a chance of sharing in a total of R125 000 000.00 (one hundred and twenty five million rand) (the "Cash Prize(s)") via a televised Coca-Cola Happiness Machine gameshow shown on etv at 18.27, Mondays to Fridays between 29<sup>th</sup> August 2011 and 15<sup>th</sup> December 2011 in the following denominations **per participant**:
  - 5.1. R2,000,000 (two million rand);
  - 5.2. R125 000.00 (one hundred and twenty five thousand rand);
  - 5.3. R12 500.00 (twelve thousand five hundred rand);
  - 5.4. R5 000.00 (five thousand rand); and
  - 5.5. R1 250.00 (one thousand two hundred and fifty rand).
6. In addition, participants stand a chance of sharing in a total of R125 000 000.00 (one hundred and twenty five million rand) of airtime across all networks at R10 (ten rand) per participant per entry (the "Airtime Prize(s)"), subject to the conditions below.
7. To stand a chance of winning an Airtime Prize and/or Cash Prize, participants must:
  - 7.1. purchase 1,25L returnable glass bottle or 1,5L refundable PET bottle of any participating Coca-Coca, TAB, Fanta, Stoney, Sprite, Sparletta, Iron Brew, or Twist with a yellow cap ("Participating Products") from any participating outlet;
  - 7.2. look under the yellow cap liner for their 13 digit unique code (the "Code");
  - 7.3. dial \*120\*2653\*Code# at a cost of 20c / 20 seconds;

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- 7.4. confirm that participant is not a Disqualified Participant in terms of Rule 2.
- 8. Participants will be selected by a random draw and automatically notified if their Code entitles them to an Airtime Prize. A voucher will subsequently be sent to the cellphone number used to enter the Code to enable the participant to redeem the Airtime Prize provided that they are pre-paid customers. Participants that are on contract may transfer their Airtime Prize to another number on the same cellular network.
- 9. Airtime Prizes are not redeemable for cash and must be redeemed by no later than 31 December 2011, failing which, the participant will have rejected the Airtime Prize and it shall revert back to the Promoter.
- 10. All valid Code entries will be eligible for random selection to participate in the Coca-Cola Happiness Machine game show where such entries stand a chance to win a share of the Cash Prize.
- 11. Participants may enter the promotional competition multiple times over the promotional period provided they enter a new and unique Code each time and subject to the following conditions:
  - 11.1. Each cellphone number is limited to a maximum of 2 (two) times per day and a maximum of 175 (one hundred and seventy five) times for the entire promotional competition period;
  - 11.2. all entries from Disqualified Participants' cellphone numbers will be rejected;
  - 11.3. no computer based entries will be accepted;
  - 11.4. any cellphone number that enters an incorrect Code five(5) times in succession will be locked out of the promotional competition for the entire period of the competition; and
  - 11.5. each unique cellphone number (MSISDN) or participant may only participate once in the Coca-Cola Happiness Machine game show for the duration of the promotional competition.
- 12. Participant will be randomly drawn from a database of valid entries to participate in the weekly Coca-Cola Happiness Machine game show. All potential participants will be contacted telephonically and must be available to participate in the show's pre-recorded shoot (via telephone) on the dates selected by the Promoter in its sole and absolute discretion, prior to being offered the opportunity to play in the show.
- 13. If the Participant's entry number is repeatedly engaged, rings continuously with no reply, or goes to voicemail, another participant will be contacted under the same terms and conditions.
- 14. Participants who take part in the Coca-Cola Happiness Machine gameshow will be given 35 (thirty five) numbered screens/tiles to pick from and behind each screen/tile will be an amount of either:
  - 14.1. R2,000,000 (two million rand);
  - 14.2. R125 000.00 (one hundred and twenty five thousand rand);

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- 14.3. R12 500.00 (twelve thousand five hundred rand);
  - 14.4. R5 000.00 (five thousand rand); and
  - 14.5. R1 250.00 (one thousand two hundred and fifty rand).
15. Participants must pick random screens until there are three (3) matching screens reflecting the same monetary amount, and on doing so the amount reflected shall be the Cash Prize which the winner will be entitled to.
16. All verified winners will receive their Cash Prizes by electronic funds transfer (EFT) or by cheque no later 3 months from the date of winning the Cash Prize. The Promoter will not be responsible for any additional costs incurred by a winner associated with using their Airtime or Cash Prize nor will the Promoter pay any Cash Prize to a bank account that is not in the name of the winner.
17. Should any dispute arise in relation to the interpretation of these competition rules, the Promoter's decision shall be final and no correspondence shall be entered into.
18. All participants and the winners of Airtime and Cash Prizes, as the case may be, indemnify the Promoter, its advertising agencies, advisers, nominated agents, suppliers and Bottlers of beverages identified by the trademarks owned by or licensed to The Coca-Cola Company, its affiliates and/or associated companies against any and all claims of any nature whatsoever arising out of and/or from their participation in any way howsoever in this promotional competition (including, as a result of any act or omission, whether as a result of gross negligence, misrepresentation, misconduct or otherwise on the part of the Promoters).
19. The Promoter will require the winners of the Cash Prizes to complete and submit an information disclosure and indemnification form to enable the Promoter to ensure compliance with these rules. Should any winner refuse or be unable to comply with this rule for any reason, such winner will have rejected the Prize and it shall revert back to the Promoter.
20. The Promoter may require the winners be identified, photographed and published in printed media, or to appear on radio and television, when accepting their Cash Prizes or after receiving the Cash Prizes. The winners will be given the opportunity to decline to the publication of their images and to participate in the Promoter's marketing material.
21. All participants shall be given an opportunity to opt-in or opt-out for future promotional material from the Promoter. Opting-in is not a requisite to participate in the promotional competition.
22. All queries relating to this completion can be directed to Coca-Cola Customer Care Line 0860 112 2526.
23. A copy of the competition rules are available on 083 913 2653 at no cost to the participant and can be downloaded in printable form from [www.coke.co.za](http://www.coke.co.za).

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