

**COCA-COLA/JAMES MADISON UNIVERSITY "YOU COULD WIN A SPRING BREAK PRIZE PACK"  
SWEEPSTAKES**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY**

1. **HERE'S HOW TO ENTER:** When you purchase any Coca-Cola product available in any size bottle on the James Madison University campus you are eligible to enter. ***After you have consumed the contents, carefully remove the label from the bottle.*** On the reverse of the label, or on a plain piece of 3" x 5" paper, using a ball point pen, hand print your valid email address, complete name, street address (no P.O. Boxes), city, state, zip code, plus a daytime and evening telephone numbers. Deposit your entry in the receptacle available at special displays at participating JMU Dining Services stores (PC Dukes, Mister Chips Convenience Store and The Festival) at James Madison University ("JMU") in Harrisonburg, VA, by 5:00 PM (ET) on 2/25/2005. Limit one entry deposited per person, per day. No mechanically reproduced entries permitted. Illegible/ incomplete entries are void.
2. **RANDOM DRAWING:** GRAND DRAWING: Grand Prize winners will be selected in a random drawing on or about 2/28/2005 from among all eligible entries received. Decisions of judges are final. Potential winners will be notified by the email address indicated on the entry. The Sponsors will make 3 attempts to contact the potential winners via email within 24 hours from the time winner selection was accomplished. If Sponsors are unable to reach a potential winner within this time frame, he/she will be disqualified and an alternate will be selected. Odds of winning will depend upon the number of eligible entries received. Limit one prize per family and per household.
3. **PRIZES & APPROXIMATE RETAIL VALUE:** (10) Grand Prizes – A Spring Break Prize Pack consisting of sponsor-specified Coca-Cola and JMU merchandise (\$24 per prize). Prizes consist of only those items specifically listed as part of the prize.
4. **GENERAL RULES:** Open only to full or part-time students enrolled at James Madison University along with James Madison University employees as of 2/7/2005. Employees of The Coca-Cola Company, Beverage Partners Worldwide (North America), CCDA Waters L.L.C., Coca-Cola Bottlers, and other participating retailers, any of their respective affiliates or subsidiaries, or advertising and promotion agencies or suppliers involved in this promotion and the 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 those living in the same household of each are not eligible. Void where prohibited by law. No substitution 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. All materials submitted become the property of the Sponsors and will not be returned. Noncompliance within this time period may result in disqualification and an alternate may be selected. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. Sponsors reserve the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the Sponsors and their agencies to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winners (or winner's parent/legal guardian if winner is deemed a minor in his/her state of residence) agree to hold Sponsors, their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. Winners (or winner's parent/legal guardian if winner is deemed a minor in his/her state of residence) assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants (or entrant's parent/legal guardian if entrant is deemed a minor in his/her state of residence) agree to be bound by the Official Rules and the decisions of the judges. Sponsors are not responsible for any typographical or other error in the printing, the offering or the announcement of any prizes or in the administration of the promotion.
5. For the names of the winners, available after 4/1/2005, send a separate, self-addressed, stamped (#10) envelope to: Coca-Cola/James Madison University "You Could Win A Spring Break Prize Pack" Sweepstakes Winners, c/o Central Coca-Cola Bottling Company, Inc., Attn: Laura Harris, P.O. Box 27887, Richmond, VA 23261, to be received by 3/4/2005.