

**OFFICIAL RULES
DR PEPPER 2018 NATIONAL CHAMPIONSHIP GAME TICKET GIVEAWAY**

INTERNET, EMAIL & INSTAGRAM ACCOUNT REQUIRED. MUST BE AN INSTAGRAM FOLLOWER OF DR PEPPER WWW.INSTAGRAM.COM/DRPEPPER AT TIME OF DRAWING. NO PURCHASE NECESSARY. VOID OUTSIDE ELIGIBLE STATES AND WHERE PROHIBITED. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING. GOVERNED BY LAWS OF THE STATE OF TEXAS. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.

THIS PROMOTION IS NOT SPONSORED BY INSTAGRAM AND INSTAGRAM DOES NOT ADMINISTER THE PROMOTION SITE.

BY PARTICIPATING IN THIS PROMOTION, YOU ARE PROVIDING YOUR INFORMATION TO SPONSOR AS PROVIDED BELOW IN THE REGISTRATION SECTION, AND NOT TO INSTAGRAM. ENTRIES MUST COMPLY WITH INSTAGRAM'S TERMS AND CONDITIONS.

Promotion: Dr Pepper 2018 National Championship Game Ticket Giveaway (the "**Promotion**")
Sponsor: Dr Pepper/Seven Up, Inc, 5301 Legacy Drive, Plano, TX 75024

Administrators: Innovative Processing, Inc. 20012 21st Ave E, Clearwater, MN 55320
The Richards Group, 2801 N Central Expy #100, Dallas, TX 75204

Eligible States: 50 United States and District of Columbia
Minimum Age: Must be at least 21 or older at time of participation

DATES:

Start Date: 12:01am Central Time ("CT") December 31, 2016
End Date: 11:59pm CT, January 9, 2017
Entry Receipt Deadline: 11:59pm CT, January 9, 2017
Promotion Period: Start Date through End Date
Drawing Date: January 10, 2017
Winners List Request Deadline: February 28, 2017

ADDRESSES:

INSTAGRAM Page: www.instagram.com/drpepper to follow @DRPEPPER

Winners List Address: 2017 Dr Pepper National Championship Game Ticket WL
PO Box 240, Dept. NC, Clear Lake, MN 55319

PRIZES:

1 Grand Prize: Two (2) Tickets to the 2018 National Championship College Football Game ("**Game**"). (ARV \$4,400)

FURTHER PRIZE DESCRIPTIONS/TERMS:

GRAND PRIZE: Prize includes round trip coach flight for winner and one guest from the major U.S. airport nearest the winner's home, two (2) nights hotel for two, two (2) Game Tickets. Winner and guest must travel together on dates designated by Sponsor. Minors traveling with Winner must be accompanied by their parent or legal guardian. Exact travel dates to be determined by Sponsor subject to availability and other restrictions. Sponsor is not responsible for flight cancellation/delay. Winner and guest are responsible for any passport and other travel requirements. Any expense or item not specifically listed is the responsibility of winner.

HOW TO PARTICIPATE: The object of the Promotion is for followers of DR PEPPER INSTAGRAM Page. Entrant will be given the opportunity to play a "choose your own adventure" Larry Culpepper game. Participant will receive a "Congratulations!" message at the end of the game and be required to Tag their comment with the #GoLarryGoGiveaway for an entry into the sweepstakes. These requirements for participation must be accomplished in one post and the post must be published on INSTAGRAM prior to the entry deadline. Entrants must be followers at the time of entry, and Entrants' Instagram accounts must be set to public during the Promotion Period and Drawing Date. Only by following @DRPEPPER will it allow the Administrator to contact the potential winner.

Mobile entrants should contact their carriers for pricing details and check their owner manual for specific instructions. Mobile entry may not be available through all wireless carriers. Notice: Your mobile provider may charge you for each entry sent/text received – please check with your service provider.

ENTRY LIMITS: Entries must be received by the Entry Deadline. Limit 1 per day/10 total entries during the Promotion Period. You may not use more than one name or residential or email address. You must complete your own entry. No use of any automated, form filling, programmed or similar service or system.

DRAWING: Winners will be selected by random drawing. Odds depend on the number of eligible entries. Alternate winners will be drawn as long as time allows to confirm all winners.

PRIZE LIMIT: Limit one prize (valued \$600 or more) per person/household per 12 consecutive months from any promotion sponsored by Sponsor or any of its affiliates.

NOTIFICATION: Winners will be notified via INSTAGRAM, email, phone or mail. After a reasonable number of attempts during a day (determined by Sponsor or Administrator), if contact is not made with winner or you do not claim the prize within period specified, the prize may be forfeited.

AFFIDAVIT/RELEASE: Winner and winner's guest may be required to sign an affidavit of eligibility and release of publicity/liability within the time Sponsor or Administrator specifies or prize may be forfeited.

THE FOLLOWING TERMS ARE PART OF THE FULL OFFICIAL RULES.

ELIGIBILITY: To enter you must be a U.S. legal resident of an Eligible State and at least the Minimum Age. You are not eligible if you or a member of your immediate family or household (whether or not related) is an (A) employee, officer or director of any Promotion Party or (B) owner/operator or person responsible for purchasing or promotion decisions at retailers of Sponsor products.

"Immediate family" means spouses, parents, children, siblings and step-parents/children/siblings, whether or not living at the same residence.

"Promotion Part(ies)" means Sponsor, its bottlers or distributors, Administrator, their respective parents, subsidiaries and affiliates, their promotion partners, advertising or promotion agencies, promotion materials suppliers, website developers, judging organizations, auditing or legal firms and other parties engaged in the promotion, administration or execution of the Promotion, and all of their employees, officers, directors and agents.

GENERAL: By participating, you agree to abide by the Rules and all decisions of Sponsor and its judges and administrators, which are final and binding in all respects. Non-compliance may result in disqualification. You are not a winner unless and until you have fully complied with the Rules and all award processes have been completed (including affidavits and any verifications required by Sponsor). All entries must use your actual name and residential address (as on your driver's license or government ID)(no P.O. boxes). Documents must be signed by parent/legal guardian of a minor. Entries become Sponsor's property and will not be returned. Winners may not substitute, transfer or redeem for cash all or any part of prize. If, for any reason, a prize cannot be awarded or winner is not capable of redeeming, Sponsor is not obligated to award it and reserves the right, in its sole discretion, whether or not to substitute the prize (or portion of prize) with a prize of comparable or greater value or cash value or select an alternate winner for forfeited prizes. If, for any reason, more prizes are available or claimed than the stated number, Sponsor reserves the right to randomly draw winners from eligible claimants. Winners are solely responsible for all taxes, if any, on prizes and any expense or item not specifically awarded in the Rules.

USE OF NAME/LIKENESS: By accepting a prize, you grant Sponsor (and its designees) the right to use your name and/or likeness for advertising purposes in any medium, without further compensation, except as prohibited by law.

ACCOUNT HOLDER: If disputed, entry will be deemed made by the natural person who is assigned to the account by the applicable provider or organization that assigns the phone, email or other account number.

LIMITATIONS: Neither Sponsor nor any other Promotion Party is responsible for any:

- lost, late, damaged, incomplete, illegible, misdirected, undeliverable or postage due mail;
- email, network, electronic, software, equipment, service, processing, accessibility or other errors, failures or issues;
- unauthorized access, tampering, hacking, theft or destruction; or
- other technical or human error related to the promotion, execution or administration of the Promotion.

VIOLATIONS: Sponsor may, in its sole determination, disqualify anyone it believes has not complied with the Rules, may be tampering or acting in a non-sportsmanlike, disruptive, abusive, harassing or threatening manner.

CAUTION: ATTEMPTS TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY VIOLATE CIVIL AND CRIMINAL LAWS AND SPONSOR MAY SEEK REMEDIES TO THE FULLEST EXTENT UNDER LAW.

CHANGES: Sponsor may, in its sole determination, cancel or modify any aspect of the Promotion or Rules for any reason which Sponsor, in its sole opinion, deems affects the promotion, execution or administration of the Promotion (whether tampering, technical or human error, application of new or existing laws/regulations, or other issues).

LIABILITY RELEASE: BY PARTICIPATING, YOU RELEASE AND AGREE THAT NEITHER SPONSOR NOR ANY PROMOTION PARTY WILL BE RESPONSIBLE OR LIABLE FOR ANY CLAIMS, ACTIONS, DAMAGES, LOSSES, COSTS, EXPENSES AND LIABILITY OF ANY KIND (INCLUDING PROPERTY DAMAGE, PERSONAL INJURIES AND/OR DEATH, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, COUNSEL FEES AND COURT COSTS) ARISING FROM ANYTHING RELATING TO:

- PROMOTION, EXECUTION OR ADMINISTRATION OF THE PROMOTION (OR YOUR PARTICIPATION);
- CANCELLATION OR MODIFICATION OF ANY ASPECT OF THE PROMOTION;
- USE OF ANY WEB SITE RELATED TO THE PROMOTION OR MATERIALS ON THEM;
- ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF ANY PRIZE; OR
- PARTICIPATING IN OR TRAVELING TO ANY PROMOTION-RELATED ACTIVITY.

INDEMNITY: By participating, you further agree to indemnify and hold harmless the Promotion Parties and their respective agents, representatives, officers, directors, shareholders and employees from and against any injuries, losses, damages, claims, actions and liability of any kind resulting from or in connection with the Promotion or the Prizes.

NO WARRANTY: ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

SOME JURISDICTIONS MAY NOT ALLOW EXCLUSIONS OF IMPLIED WARRANTIES OR INCIDENTAL OR CONSEQUENTIAL DAMAGES. CHECK YOUR LOCAL LAWS.

DISPUTES: IF NOT RESOLVED THROUGH DIRECT DISCUSSIONS, ANY DISPUTE OR CLAIM SHALL BE RESOLVED BY FINAL BINDING ARBITRATION WITH AN EXPERIENCED ARBITRATOR LICENSED TO PRACTICE LAW IN TEXAS. VENUE FOR ANY PROCEEDINGS WILL BE IN COLLIN COUNTY, TEXAS. REMEDIES SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES IN THESE RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND SHALL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, ATTORNEY'S FEES OR OTHER COSTS OR BRINGING A CLAIM, OR ANY INJUNCTIVE OR OTHER EQUITABLE RELIEF.

USE OF DATA: All information submitted by you will be treated according to Sponsor's Privacy Policy. By participating in the Promotion and providing any applicable contact information, you hereby agree to Sponsor's collection and usage of your personal information and acknowledge that you have read and accepted Sponsor's Privacy Policy available at <http://www.drpepper.com/legal/us/privacy/>

ADMINISTRATION: Administrator is responsible for the processing of entries and administration of the Promotion. Contact Administrator at its above address with any questions, comments or problems.

For a WINNERS LIST: Mail a self-addressed stamped envelope to Winners List Address above by the Winners List Request Deadline. List will be sent once all prizes awarded.

Instagram is not a sponsor of the Promotion, and is in no way responsible for the administration of the Promotion, the verification of winners or the fulfillment of prizing. All inquiries regarding the Promotion should be directed to Administrator.