

Dr Pepper Pick Your Pepper Program – Abbreviated Terms and Conditions

Print

Valid on purchases from 6/15/2018 through 8/15/2018; Terms apply. Full Terms and Conditions, Privacy Policy can be found at www.drpepper.com/pickyourpepper. Msg & Data Rates May Apply. By texting DRPEPPER to 64827 and upon submitting your receipt image, you consent to receive up to 15 promotional text messages (pertaining to this program only) via an automatic telephone dialing system to the number you provided from Koupon Media, Inc. on behalf of Dr Pepper/Seven Up, Inc. Text HELP for help, STOP to stop. Your consent to the above is not required to make a purchase. Sponsor: Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75024.

Dr Pepper Pick Your Pepper Program Terms and Conditions

1. Eligibility

Dr Pepper Pick Your Pepper Program (“Program”) begins Friday, June 15, 2018, at 12:00:00 AM Eastern Time (“ET”) and ends August 15, 2018, at 12:00:00 AM ET or until 209,293 Rewards (as detailed below) are awarded or on Wednesday, August 15, 2018, at 11:59:59 PM ET, whichever is earlier (“Reward Period”). Participation in the Program is only open to legal residents of the fifty (50) United States and the District of Columbia, who are 18 years of age or older. **Limit of up to two (2) Rewards (as detailed below) per person.**

2. Reward Program

Participants may participate in the Program by purchasing at least three (3) eligible Dr Pepper products (listed in the Appendix below) from any retailer during the Reward Period (“Qualifying Purchase”). Participants who make a Qualifying Purchase and submit up to three (3) different photos of the purchased Dr Pepper products will receive one (1) branded T-shirt (“Reward”). Approximate Retail Value (“ARV”) of each Reward is \$8.25.

3. How to Participate

Make a Qualifying Purchase and submit one (1) photo of a receipt with three (3) purchased Dr Pepper product(s) or up to three (3) photos over the course of the “Reward Period”; each photo must include at least one (1) eligible Dr Pepper product (“Product Photos”). All submissions of Product Photos must be received by Wednesday, August 15, 2018, at 11:59:59 PM ET to be eligible. Product Photos must clearly show the store receipt in its entirety including name of the retailer, product(s) you are buying, and date of purchase. Participants should keep their store receipt(s) until verification is complete. Dr Pepper/Seven Up, Inc. (“Sponsor”) reserves the right to require a participant to provide original store receipt for verification purposes upon request. Participants can submit their Product Photos by texting the keyword “**DRPEPPER**” to **64827**. Participant will first receive a text message with opt-out instructions and disclosure for receipt of up to fifteen (15) automated text messages to the number provided, along with instructions for Product Photo submission. Limit of 160 characters per text.

4. Redemption

Participants must submit valid Product Photos via the method above to receive a Reward. Rewards are subject to provider’s full terms and conditions. Upon receipt and verification of the Qualifying Purchase, participants will be sent redemption instructions via text to the phone number used during submission. All receipts received during Reward Period will be reviewed and validated within forty-eight (48) hours. Rewards will be fulfilled immediately upon verification via a URL (the “Redemption URL”) and a unique code for redemption. Participant will need to access the Redemption URL they receive and enter their unique code to redeem one (1) T-shirt. At the Redemption URL, participants will be required to provide at least their complete mailing address for fulfillment of their Reward. The unique code will only be valid

until September 15, 2018. Allow four (4) to six (6) weeks for delivery of rewards to the mailing address supplied during redemption. Sponsor is not responsible for late, lost, stolen, damaged, delayed, or undelivered Rewards. *Sponsor is not responsible for any computer-related malfunction that prevents the recipient from accessing entry or receiving their Reward.* **Limit of up to two (2) Rewards per person.**

5. Text Messaging (SMS) Terms and Restrictions

Standard message and data rates may apply. By texting “**DRPEPPER**” to 64827, you consent to receive up to fifteen (15) promotional text messages (pertaining only to this Program) via an automatic telephone dialing system to the number you provided from Koupon Media, Inc. (“**Administrator**”) on behalf of Sponsor. Your consent to the above is not required to make a purchase. You may text HELP to 64827 at any time for help, or text STOP to opt out. **Carrier-specific charges for text messages may apply, including error messages, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.** SMS may not be available for all service providers or for all handsets. Cellular phone carrier’s instructions for text messaging may be different. Check your phone capabilities and service provider for specific instructions. Sponsor makes no guarantee that any particular wireless service provider will be compatible with this Program. Participant is responsible for all applicable fees and taxes associated with Program participation. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.

6. Your Consent

The Participant is responsible for any damage/loss due to use of a Reward. Sponsor is not responsible for any malfunction or inconvenience that may occur. Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts cannot be sold, traded, auctioned, or bartered, all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs, or organizations will be void. All requests become the property of Released Parties and will not be returned. Program is void where taxed, prohibited, or restricted by law. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. You cannot substitute, transfer, or redeem Rewards for cash. By participating in the Program, you agree to release, discharge, indemnify, and hold harmless the Sponsor, Administrator, and their respective parent, subsidiaries, affiliates, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees, and agents (collectively, “Released Parties”) from any liability or damages that may arise out of participation in the Program or out of the acceptance, use, misuse, or possession of any product or service attained through this Program. All applicable federal, state, and local laws and regulations apply. Released Parties are not responsible for late, lost, incomplete, illegible, delayed, inaccurate, garbled, undelivered, or misdirected requests, emails, texts, or mail, or other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical, computer, network, human, mechanical, electronic, or otherwise, including, without limitation, errors or problems that may occur in connection with the administration of the Program or in any Program-related materials. Persons found tampering with or abusing any aspect of this Program, who are acting in a disruptive or unsportsmanlike manner, or who are otherwise not in compliance with these terms, as solely determined by Released Parties, will not be eligible. Released Parties are not responsible for injury or damage to participants’ or to any other person’s computer or mobile device related to or resulting from participating in this Program.

7. Privacy Policy

Any personally identifiable information collected from Participant during participation in the Program will be collected by Program Sponsor or its agents, and used by Program Sponsor and its respective affiliated companies and agents for administration and fulfillment of this Program as described in these Terms and Conditions, and in accordance with Program Sponsor’s Privacy Policy as stated at <https://www.drpepper.com/legal/us/privacy/>.

8. Sponsor

Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75024.

Appendix

Eligible Dr Pepper Products:

Description	UPC	Pack
12112 OZ DR PEPPER CANS	78000082166	(2x6)
12112 OZ DR PEPPER DIET CANS	78000083163	(2x6)
12112 OZ DR PEPPER CHERRY CANS	78000098167	(2x6)
12112 OZ DR PEPPER CHERRY DIET CANS	78000099164	(2x6)
12112 OZ DR PEPPER CAN	78000082067	(3x4)
12112 OZ DR PEPPER DIET CAN	78000083064	(3x4)
8/12 OZ DR PEPPER PET BTLs	78000082746	(CPPRBRD/SHRINK)
8/12 OZ DR PEPPER DIET PET BTLs	78000083743	(CPPRBRD/SHRINK)