

Taco Cabana Sip into Summer Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Taco Cabana Sip into Summer Sweepstakes (the "Promotion") is open only to legal residents of Texas who are at least eighteen (18) years old at the time of entry. Employees, officers and directors of Dr Pepper/Seven Up, Inc., Texas Taco Cabana, L.P., HelloWorld, Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee (whether related or not) are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a peel and win game ("Peel and Win Game"), a sweepstakes (the "Sweepstakes"), and an online instant win game (the "Instant Win Game").

2. Sponsor: Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX, 75024. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on July 1, 2019 at 12:00:01 a.m. Central Time ("CT"), ends on July 28, 2019 at 11:59:59 p.m. CT (the "Promotion Period") and consists of four (4) weekly entry periods (each a "Weekly Entry Period") and a grand prize entry periods (the "Grand Prize Entry Period"), as outlined below.

Entry Period	Start Date at 12:00:01 a.m. CT	End Date at 11:59:59 p.m. CT	Approximate Drawing Date
Weekly 1	July 1, 2019	July 7, 2019	July 8, 2019
Weekly 2	July 8, 2019	July 14, 2019	July 15, 2019
Weekly 3	July 15, 2019	July 21, 2019	July 22, 2019
Weekly 4	July 22, 2019	July 28, 2019	July 29, 2019
Grand Prize	July 1, 2019	July 28, 2019	July 29, 2019

Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter:

Peel and Win Game Entry Options:

- a. Make a Purchase:** During the Promotion Period, visit a participating Taco Cabana location (excluding the following two (2) locations: 2201 Speedway Austin, TX 78712 and 3874 Holman Ste D Houston, TX 77004), purchase a 20 oz. soft drink, and locate two (2) Peel and Win Game stickers (each a "Sticker") attached to the cup. Peel each Sticker to reveal if you have won a prize. If you are a potential winner, see Section 5 for Prize Claim Instructions. All potential winners are subject to verification before any prize will be awarded. If you do not win a Peel and Win Game prize, you will receive a code on the Sticker ("Sticker Code"). Keep the Sticker Code and follow the instructions listed below in the Sweepstakes and Instant Win Game section to enter the Sweepstakes and play the Instant Win Game.
- b. Mail-In Method of Entry:** Starting June 13, 2019 to play the Peel and Win Game without making a purchase, send a self-addressed, stamped envelope and mail it in an envelope with proper postage to "Taco Cabana Sip into Summer Sweepstakes," c/o HelloWorld,

Inc., P.O. Box 5031, Department 840642, Kalamazoo, MI 49003-5031. You will receive two (2) Peel and Win Game stickers (each a "Sticker") to the address indicated on your self-addressed, stamped envelope. Limit: One (1) request per envelope. All mail-in requests must be handwritten and must be postmarked by July 29, 2019 and received by August 5, 2019. Administrator will fulfill two (2) Peel and Win Game Stickers within seven (7) business days of receiving the request, by mail. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified. Peel each Sticker to reveal if you have won a prize. If you are a potential winner, see Section 5 for Prize Claim Instructions. All potential winners are subject to verification before any prize will be awarded. If you do not win a Peel and Win Game prize, you will receive a code on the Sticker ("Sticker Code"). Keep the Sticker Code and follow the instructions listed below in the Sweepstakes and Instant Win Game section to enter the Sweepstakes and play the Instant Win Game.

Sweepstakes and Instant Win Game:

- a. **Sticker Code:** During the Promotion Period, visit www.TCSipintoSummer.com and follow the links and instructions to complete and submit the registration form or login. If you played the Peel and Win Game and received a Sticker Code, follow the instructions to enter the Code. You automatically will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing, one (1) Sweepstakes entry into the Grand Prize drawing and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.
- b. **Free Code:** During the Promotion Period, visit www.TCSipintoSummer.com/alt_entry and follow the instructions to request a free code ("Free Code"). The Free Code will be delivered to the email address provided on the code request form. Once you receive the Free Code via email, follow the links and instructions to complete and submit the registration form or login and enter the Free Code. You automatically will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing, one (1) Sweepstakes entry into the Grand Prize drawing and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may enter four (4) Codes (either four (4) Sticker Codes, four (4) Free Codes, or a combination) per day during the Promotion Period.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized

account holder.

Bonus Sweepstakes Entries: There are two (2) ways to earn bonus Sweepstakes entries, as outlined below:

- a. **Tell A Friend Program:** After you enter the Sweepstakes, you will be invited to submit the names and email addresses of up to three (3) friends who must be eligible to enter the Promotion. Each person that you refer will receive an email notifying him or her about the Promotion. You may only refer persons with whom you have an existing relationship. For each referral of up to three (3) friends per day with valid email addresses, you will be given one (1) additional Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize drawing, up to a total of three (3) additional entries per day during the Promotion Period via this method.
- b. **Join MYTC! (Rewards Program):** During the Promotion Period, follow the links and instructions to join the MYTC! Joining MYTC! is free. By joining, you will receive one (1) additional Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize drawing. Limit: Each entrant may complete this action one (1) time during the Promotion Period.

5. Peel and Win Game Prize Claim Instructions: If you are a potential winner of a Peel and Win Game Prize, you can redeem your Prize by submitting the Sticker to a Taco Cabana associate at a participating Taco Cabana store on or before August 21, 2019. Terms and conditions of coupons apply.

Each potential winner should retain a photocopy of his/her winning Sticker. Facsimiles, photocopies and reproduced Stickers are not eligible. Each potential winner must execute all required documentation in order to claim prize. Winners must comply with these Official Rules.

6. Sweepstakes/Instant Win Game/Peel and Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion.

Peel and Win Game: There will be two hundred thousand (200,000) random winning Stickers distributed during the Promotion Period, while supplies last. Not all prizes are guaranteed to be awarded. You will be a potential winner of the prize indicated on the Sticker. Unclaimed Prizes will not be awarded.

Sweepstakes: Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during each applicable Entry Period on or around the dates listed in Section 3 above. Non-winning Weekly Entry Period entries will carry over into any subsequent Weekly Entry Period drawing.

Instant Win Game: There will be one hundred thirty-six (136) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. For the First and Second Prizes, there will be four (4) random, computer-generated winning times per Weekly Entry Period. For the Third Prize, there will be six (6) random, computer-generated winning times per Weekly Entry Period. For the Fourth Prize, there will be twenty (20) random, computer-generated winning times per Weekly Entry Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF

THE PEEL AND WIN GAME, THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL PEEL AND WIN GAME, INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by mail, email or phone. Each potential winner of a prize valued at or over \$600 will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a Sweepstakes prize or an Instant Win Game prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries, time permitting. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Instant Win Game prizes value at or less than \$25 will not be awarded. Unclaimed Peel and Win Game prizes will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

9. Prizes:

Peel and Win Game Prizes:

Prize Description	Quantity	ARV	Odds of Winning
FREE Bean and Cheese Taco Coupon	100,000	\$1.19	1:8
FREE 20 oz. Drink Coupon	10,000	\$1.79	1:80
FREE 3-pack Flautas Coupon	2000	\$3.29	1:400
FREE Shredded Chicken Taco Coupon	25,000	\$1.99	1:32
FREE Ground Beef Taco Coupon	25,000	\$2.39	1:32
FREE Loaded Chicken Fajita Taco Roasted Jalapeno and Queso Coupon	10,000	\$2.79	1:80
FREE Loaded Chicken Fajita Taco Peppers and Onions Coupon	10,000	\$2.79	1:80
FREE Chicken Fajita Nachos Coupon	2,000	\$5.09	1:400
FREE Ground Beef Nachos Coupon	2,000	\$5.59	1:400
FREE Bean and Cheese Nachos Coupon	2,000	\$3.29	1:400
FREE Small Chicken Quesadilla Coupon	2,000	\$5.39	1:400
FREE Bacon, Egg & Cheese Taco Coupon	5,000	\$1.79	1:160
FREE Chips and Queso Coupon	2,000	\$2.79	1:400
FREE Chicken Fajita Bowl Coupon	1,000	\$5.19	1:800
10% OFF Your Next Order Coupon	1,000	N/A	1:800
20% OFF Your Next Order Coupon	1,000	N/A	1:800

Sweepstakes Prizes:

ONE (1) SWEEPSTAKES GRAND PRIZE: A trip for two (2) to Cancun, Mexico. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Cancun, Mexico; five (5) nights'

accommodations an all-inclusive resort determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation to and from destination airport and hotel; \$500 spending money; and travel agent services. Approximate Retail Value ("ARV"): \$5,750.

FOUR (4) WEEKLY SWEEPSTAKES PRIZES (one (1) awarded per Weekly Entry Period): A trip for two (2) to Cancun, Mexico. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Cancun, Mexico; three (3) nights' accommodations an all-inclusive resort determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation to and from destination airport and hotel; \$250 spending money; and travel agent services. ARV: \$4,000.

For Each Trip Prize: Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the applicable Entry Period. Limit: One (1) Sweepstakes prize per person or household.

Instant Win Game Prizes:

SIXTEEN (16) FIRST PRIZES (Four (4) per Weekly Entry Period): One (1) TV. Make and model determined at Sponsor's sole discretion. ARV: \$500. SIXTEEN (16) SECOND PRIZES (Four (4) per Weekly Entry Period): One (1) Game Console. ARV: \$300. TWENTY-FOUR (24) THIRD PRIZES (Six (6) per Weekly Entry Period): One (1) pair of wireless headphones. ARV: \$200. EIGHTY (80) FOURTH PRIZES (Twenty (20) per Weekly Entry Period): One (1) \$10 Taco Cabana Gift Card (terms and conditions apply). ARV: \$10. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: Terms and conditions of coupons apply. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor

reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$60,5415.36.

10. Release: By receipt of any prize, to the fullest extent permitted by applicable laws, winner agrees to release and hold harmless Sponsor, Texas Taco Cabana, L.P., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize, and for any claims based on copyright, trademark, publicity rights, defamation or invasion of privacy and merchandise delivery.

11. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error, acts of God or any other factor beyond its control impairs the integrity or proper functioning of the Peel and Win Game, Instant Win Game, or Sweepstakes as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Peel and Win Game play, Instant Win Game play, or Sweepstakes entry if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

14. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and

awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. THIS SWEEPSTAKES AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.drpepper.com/legal/us/privacy/> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

16. Winner List: For a winner list, visit <http://bit.ly/2Uptk8k>. The winner list will be posted after winner confirmation is complete.

© 2019 HelloWorld, Inc. All Rights Reserved.