

**COCA-COLA/KUM & GO "BE A HAWKEYE FOR A DAY" SWEEPSTAKES  
OFFICIAL RULES  
NO PURCHASE NECESSARY**

1. **HERE'S HOW TO ENTER:** On an Official Entry Form, available while supplies last on special displays at approximately 200 participating Kum & Go stores in the state of Iowa, or on a plain piece of 3" x 5" paper, hand print your complete name, street address (no P.O. Boxes), city, state, zip code, date of birth (mm/dd/yyyy), plus daytime and evening telephone numbers. (If you do not have a telephone, indicate "No Phone." Failure to comply with this or any other official rule, will result in disqualification). Deposit your entry in the receptacle available at your participating Kum & Go store by the close of business on the corresponding date indicated in the chart in Rule #4 to be eligible for the corresponding Finalist drawing and any/all subsequent drawing(s). Entries must be deposited by the close of business on 2/18/2005 to be eligible for the final drawing. Limit one entry deposited per person, per day. No mechanically reproduced entries permitted. Illegible/incomplete entries are void. Not responsible for lost, late, mutilated, misdirected entries or entries not received in time for the random drawing.
  
2. **FINALIST DRAWINGS:** One Finalist per participating Kum & Go store will be selected in a Finalist Drawing on or about each Finalist Drawing date indicated in the chart in Rule #4 from among all eligible entries received in each store. The Finalist will be entered into the corresponding Grand Prize Drawing indicated in the chart in Rule #4. Odds of being selected as a Finalist will depend upon the number of eligible entries received in each store. Decisions of judges are final. Odds of being selected as a Finalist will depend upon the number of eligible entries received in each store.
  
3. **GRAND PRIZE RANDOM DRAWINGS:** A random drawing will be conducted on or about each of the Grand Prize drawing dates indicated in the chart below from among all Finalists selected for each drawing to award the prize specified. Potential Grand Prize winners will be notified by telephone. The Sponsors will make 3 attempts to contact the potential winners via phone within 48 hours from the time each drawing 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. No messages will be left on answering machines. Limit one prize per family and per household. Odds of winning will depend upon the number of eligible Finalist entries received for each Grand Prize drawing as indicated in the chart below.

| <b>From among all eligible entries deposited by the close of business on the following dates:</b> | <b>Finalist Drawing Dates</b> | <b>Grand Prize Drawing Dates</b> | <b>Grand Prize Game Date</b> |
|---|-------------------------------|----------------------------------|------------------------------|
| 11/22/2004  | 11/23/2004                    | 11/24/2004                       | 12/01/2004 women's game      |
| 11/23/2004  | 11/24/2004                    | 11/26/2004                       | 12/03/2004 men's game        |
| 11/23/2004  | 11/24/2004                    | 11/26/2004                       | 12/04/2004 men's game        |
| 11/23/2004  | 11/24/2004                    | 11/26/2004                       | 12/05/2004 women's game      |
| 11/26/2004  | 11/29/2004                    | 12/1/2004                        | 12/07/2004 men's game        |
| 11/30/2004  | 12/1/2004                     | 12/3/2004                        | 12/08/2004 women's game      |
| 11/30/2004  | 12/1/2004                     | 12/3/2004                        | 12/10/2004 men's game        |
| 12/8/2004   | 12/9/2004                     | 12/10/2004                       | 12/18/2004 men's game        |
| 12/9/2004   | 12/10/2004                    | 12/14/2004                       | 12/21/2004 women's game      |
| 12/17/2004  | 12/20/2005                    | 12/22/2004                       | 12/28/2004 men's game        |
| 12/20/2004  | 12/21/2004                    | 12/23/2004                       | 12/30/2004 women's game      |
| 12/20/2004  | 12/21/2004                    | 12/23/2004                       | 12/31/2004 men's game        |
| 12/24/2004  | 12/27/2004                    | 12/29/2004                       | 1/05/2005 men's game         |
| 12/27/2004  | 12/28/2004                    | 12/30/2004                       | 1/06/2005 women's game       |
| 1/4/2005  | 1/5/2005                      | 1/7/2005                         | 1/15/2005 men's game         |
| 1/5/2005  | 1/6/2005                      | 1/10/2005                        | 1/16/2005 women's game       |
| 1/11/2005   | 1/12/2005                     | 1/14/2005                        | 1/22/2005 men's game         |
| 1/17/2005   | 1/18/2005                     | 1/20/2005                        | 1/27/2005 women's game       |
| 1/18/2005   | 1/19/2005                     | 1/21/2005                        | 1/29/2005 men's game         |
| 1/25/2005   | 1/26/2005                     | 1/28/2005                        | 2/05/2005 men's game         |
| 1/25/2005   | 1/26/2005                     | 1/28/2005                        | 2/06/2005 women's game       |
| 2/1/2005  | 2/2/2005                      | 2/4/2005                         | 2/12/2005 men's game         |
| 2/2/2005  | 2/3/2005                      | 2/7/2005                         | 2/13/2005 women's game       |
| 2/4/2005  | 2/7/2005                      | 2/9/2005                         | 2/17/2005 women's game       |
| 2/8/2005  | 2/9/2005                      | 2/11/2005                        | 2/19/2005 men's game         |
| 2/11/2005   | 2/14/2005                     | 2/16/2005                        | 2/24/2005 women's game       |
| 2/18/2005   | 2/21/2005                     | 2/23/2005                        | 3/02/2005 men's game         |

4. **PRIZES & APPROXIMATE RETAIL VALUES:** (56) Grand Prizes – Four general admission tickets to the sponsor-specified University of Iowa regular season basketball game at Carver-Hawkeye Arena at The University of Iowa in Iowa City, IA on the corresponding dates indicated in the chart in Rule #4, a souvenir basketball, a University of Iowa T-shirt, a media guide, the opportunity for the winner's nominated person between 7-14 (and not in Senior High School) years of age as of 11/15/2004 to be an honorary ball boy/girl, (men's games - \$165 per prize; women's games - \$89 per prize; there is no monetary value associated with being an honorary ball boy/girl). No transportation included. Prizes consist of only those items specifically listed as part of the prize.
5. **GENERAL RULES:** Open only to residents of the state of Iowa who are 18 years of age as of 11/15/2004. Employees of The Coca-Cola Company, Beverage Partners Worldwide (North America), CCDA Waters L.L.C., Coca-Cola Bottlers, Kum & Go, University of Iowa, 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. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. Grand Prize winner and the parent/legal guardian of the person that the Grand prize winner nominates, if person is not Grand Prize winner's own child/ward must execute a Release of Liability/Publicity Release Form prior to awarding of prize. If the Grand Prize winner is not the parent/legal guardian of the person nominated, the nominee must be accompanied by his/her parent/legal guardian who will become one of the three guests. If a minor is selected as a guest (but not a nominee), (other than the winner's child/ward), the guest must be accompanied by his/her parent/legal guardian who will become one of the three guests. Grand Prizes must be utilized on the date specified by Sponsors which is subject to change. 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, winner's 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. Winner's assumes 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 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.
6. For the names of the winners, available after 3/30/2005, send a separate, self-addressed, stamped (#10) envelope to: Coca-Cola/Kum & Go "Be a Hawkeye for a Day" Sweepstakes Winners, 2750 Eagandale Blvd., Eagan, MN 55121, to be received by 3/2/2005.