

**OFFICIAL RULES
WIN CRUSH FOR A YEAR SWEEPSTAKES**

INTERNET AND EMAIL ACCOUNT REQUIRED. NO PURCHASE NECESSARY. VOID 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.

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

Promotion: 2019 Win Crush For A Year Sweepstakes (the “**Promotion**”)
Sponsor: Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75024
Administrators: TPG Rewards, Inc., 29 Broadway, Ste. 1400, New York, NY 10006
Eligible States: 50 United States and District of Columbia
Minimum Age: Must be at least 18 or older at time of participation
DATES:
Start Date: 12:00:01am Eastern Time (“**ET**”), 3/25/19
End Date: 11:59:59 pm (ET), 9/8/19
Entry Receipt Deadline: 11:59:59 pm (ET), 9/8/19
Promotion Period: Start Date to End Date
Winners List Request Deadline: 10/31/19

ADDRESSES:

Promotion Website: www.WinCrushForAYear.com
Winners List Address: Win Crush For A Year Sweepstakes/Winners List”, PO Box 930175, Wixom, MI 48393-0175

PRIZES:

168 Grand Prizes: Each winner will receive one (1) Year of Crush product. Prize will be awarded in the form of twenty four (24) free product coupons. ARV \$150.00. Any expense or item not specifically listed is the responsibility of winner.

HOW TO ENTER: During the Promotion Period, to enter:

TEXT/MOBILE ONLINE ENTRY:

- Purchase any two (2) 20 oz. bottles of Crush (“**Participating Products**”) at a convenience retail store that sells Crush products (“**Qualifying Purchase**”); Participating Products Include: Any two (2) 20oz bottles of Crush Orange Regular, Crush Orange Diet, Crush Peach, Crush Pineapple, Crush Grape, Crush Strawberry, Crush Watermelon (no other Flavor variations apply, ex: Cherry, Grapefruit). Mixing and matching of Participating Products is permitted. Purchases of any other bottle, can or pack size are not valid for this Promotion.

- Text keyword **CRUSH** to short code **88222** from your mobile phone to receive a link to the Promotion Website; or, go online from your mobile browser to the Promotion Website at www.WinCrushForAYear.com and follow the instructions to scan your pictures of your Qualifying Purchase, specifically capturing the UPC code found on each of the Participating Products from the bottle label; and complete your entry in the Promotion (“**Entry**”).

NOTE: If texting **CRUSH** to short code **88222**, it requires 2-way text message capable phone and digital service. For every text you send, you will receive 1 text reply back. **Notice: Your mobile provider may charge you for each text sent/received – please check with your service provider. Warning: message and data charges may apply. For help send HELP to 88222. Send STOP to cancel.**

Sponsor’s Privacy Policy is available at: http://www.drpepper.com/_/legal/us/privacy/.

Terms of Use are available at http://www.drpepper.com/_/legal/us/terms/.

Participating Products available at participating convenience store retailers during the Promotion Period. Not all brands or packages may be available in all markets. You must obtain a UPC via legitimate retail purchase or enter via the free entry method noted below. UPC codes may not be sold, bartered or transferred.

FREE ENTRY: Go online to www.WinCrushForAYear.com/amoe, enter your email address and follow the instructions to complete your entry in the Promotion.

WINNER DETERMINATION: One (1) computer generated winning time will be randomly generated for each Grand Prize. If you are the first participant to enter at or after one of the randomly generated times, you will be a potential winner of the prize indicated (which was previously allocated to that winning time, at random) – subject to verification of eligibility and compliance with these Rules. If you are a potential prize winner, you will be provided with instructions on how to claim the Grand Prize during your Promotion entry session. If you receive a message that contains any message other than a winning prize message, you are not a prize winner. Odds: Depend on the total number of entries received during the Promotion Period from both free entries and entries submitted with UPC codes from purchase of Participating Products and the order in each they are received.

Winners will be required to provide their full name and mailing address for delivery of the Grand Prize.

ENTRY LIMITS: Entries must be received by the Entry Deadline. Limit eight (8) entries per person for the life of the Promotion and a maximum of one (1) entry per person, per day for the life of the Promotion. 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. A “day” is defined as a consecutive twenty-four hour time period during the promotion starting at 12:00:00 am (ET) on a calendar day and ending at 11:59:59 pm (ET) on the same calendar day.

PRIZE LIMITS: 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.

WINNER NOTIFICATION: Winners will be notified immediately upon completion of their entry at the Promotion Website. If you do not claim the prize during the winner notification process, the prize may be forfeited.

ELIGIBILITY: To enter you must be a U.S. legal resident of the fifty (50) United States or District of Columbia and at least the 18 years of 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, if 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 may be required to provide a W9 form to Sponsor or Administrator for any prizes valued at \$600 or more. Winners are responsible for 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.

BY ENTERING THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (B) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR 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.