

**RC COLA / 7UP / 2013 "GOLD TOP SUMMER" SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID IN PUERTO RICO AND OUTSIDE OF ELIGIBLE STATES LISTED BELOW. THE SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE STATE OF TEXAS. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.

Sweepstakes: RC COLA / 7UP / 2013 GOLD TOP Summer Sweepstakes (the "Sweepstakes")

Title Sponsor: Royal Crown Bottling Corporation ("Sponsor")
1100 Independence Avenue, Evansville, IN. 47714

Administrator: Townsquare Media ("Administrator")
117 SE 5th St., Evansville, IN. 47708

Grand Prize: One (1) 2013 Ford Regular Cab V6 Regular Cab (\$22,900)

Eligible States: MO, IL, IN, KY, TN ("Eligible States")

Sweepstakes Start Date: July 9, 2013 ("Start Date")

Sweepstakes End Date: Saturday, September 7th, 2013 ("End Date")

Sweepstakes Period: Start Date through End Date ("Sweepstakes Period")

Free Game Piece Deadline: September 1st, 2013 ("Request for Free Game Piece Deadline")

Picnic Burdette Park – Pavilion by main offices. 5301 Nurrenbern Rd., Evansville , 47712 (812)-435-5611

Picnic Date: Saturday, September 7th, 2013 11a-1p, **qualifiers must be present and signed in no later than 12pm** ("Picnic Date")

Request For Free Game Piece Address: Gold Top Summer Sweepstakes, 117 SE 5th Street, Evansville, IN 47708. ("Request For Free Game Piece Address").

Winners List Address: Gold Top Summer Sweepstakes Winner's List, 117 SE 5th St, Evansville, IN, 47708. ("Winners List Address")

ELIGIBILITY. Winner must be a legal resident of one of the Eligible States, 18 years old or older at time of participation, have a validly issued driver's license and be able to show proof of automobile insurance. **WINNER MUST BE PRESENT AT THE PICNIC ON THE PICNIC DATE TO BE ELIGIBLE.** Employees, officers and directors of the Sponsor, WBKR, WDKS, WGBF-FM, WJLT, and WKDQ Radio Stations, Townsquare Media, Burdette Park, Royal Crown Bottling Corporation and their respective parent, affiliated and subsidiary companies (collectively, the "Sweepstakes Parties"), and their promotional partners, advertising and promotional agencies, printers and suppliers of Sweepstakes and packaging materials, redemption/recycling centers, owners/operators and those

responsible for making purchasing decisions relative to marketing and promotions of retail establishments that sell Sponsor products, web masters and web and/or online promotion developers and persons engaged in the development of promotional materials, judging or administration organizations, or auditing or legal firms and members of any of the above's immediate family (parents, children, step-parents, step-children, siblings, step-siblings or spouses) or household members (whether or not related) of such employees, officers, and directors are not eligible.

HOW TO ENTER. Purchase 12 pack cans of RC COLA during the Sweepstakes Period, and if you find the specially marked Gold Top Cans of RC COLA, during the Sweepstakes Period, take the specially marked Gold Top Cans to the picnic on Saturday, September 7th, 2013. **YOU MUST ATTEND THE PICNIC ON THAT DATE IN ORDER TO PARTICIPATE IN THE SWEEPSTAKES FOR THE GRAND PRIZE AS DESCRIBED BELOW.**

FREE GAME PIECE: There are 2 ways to obtain a free Game Piece:

1 - On a 3" x 5" Card: hand print your actual name, mailing address (no P.O. boxes), phone number (home-required; cell and/or work – optional) and age, and submit in a #10 envelope and mail to the Free Game Piece Request Address.. Machine duplicated or reproduced requests will not be accepted. All requests received will become the property of Sponsor and will not be returned. Requests must be received by Request for Free Game Piece Deadline.A

2 – WBKR, WDKS, WGBF-FM, WJLT, and WKDQ will have Summer Stops live remotes with an RC COLA 'Dig and Win' cooler where you will receive a chance to reach into the 'Dig and Win' cooler one time for a chance to find a Specially Marked Gold Top Can . Log onto <http://www.wbkr.com>, <http://www.1061evansville.com>, <http://www.103gbfrocks.com>, <http://www.wjlt-evansville.com>, or <http://www.wkdq.com> for Summer Stop remote dates and locations.

Odds depend upon the number of requests for free Game Pieces, the number of attendees at the radio remotes, and number of people redeeming their gold tops found in stores. Limit of **1** Free Game Piece per person. Use the free Game Piece to attend the Game on the Game Date in order to participate in the Sweepstakes for the Grand Prize as described below.

SWEEPSTAKES: All pre-selected finalists will need to attend the event on the Event Date to compete for the grand prize. Each instant qualifier will receive one raffle ticket. Anyone else who brings a gold top can will receive a raffle ticket for each gold top up to **10**. Once the finalists have checked in, a random drawing will be held to narrow down the field to thirty (30) Grand Prize finalists. Once a qualifier's ticket is drawn, any other tickets they held become null and void. Odds of winning a Grand Prize depend upon the number of finalists who actually attend the grand prize giveaway. The thirty (30) finalists will receive a numbered nametag. This number will indicate the order for the next round of the contest. The finalists will then select an envelope. Once all finalists have an envelope, they will open them to reveal either an 'X' or a key number. There will be only one (1) WINNING key that will start the vehicle. Only the holder of that one (1) key will win the Grand Prize. Grand Prize will be awarded. ****In the event of technical difficulties, and the keys do not function properly, the winner will be determined by a random drawing.**

GRAND PRIZE: One 2013 Ford Regular Cab-V6 2WD Silver (\$22,900) ("**Grand Prize**"). ALL PRIZES WILL BE AWARDED. Prize is nontransferable. A Cash buyout may also be offered by the dealer. ALL APPLICABLE TAXES, INCLUDING SALES TAX, TITLE AND LICENSE, ARE THE RESPONSIBILITY OF INDIVIDUAL WINNERS. Winners also responsible for any other costs over and above negotiated cost of vehicle. Should a prize become unavailable, the Sponsor reserves the right to substitute a prize of like value. Must be 18 and have a validly issued driver's license to enter.

Winners will be required to execute an affidavit of eligibility and release and show proof of automobile insurance when receiving the Grand Prize. Please allow approximately 10-12 weeks for Grand Prize to be delivered after receipt of affidavit. Vehicle delivery dependent upon manufacturer and/or dealership availability and scheduling. Winners will be responsible for any and all costs associated with travel to redeem prize.

CONDITIONS OF PARTICIPATION: By participating in the Sweepstakes you accept and agree to these rules and the decisions of Sponsor's and its independent judges, which shall be final and legally binding. No transfer of prizes permitted. Prize recipients are responsible for all applicable federal, state and local taxes on all prizes. By entering this Sweepstakes, you hereby release Sponsor, Royal Crown Bottling Corporation, Townsquare Media, Burdette Park, Administrator and each of their respective parents, affiliates, and subsidiary companies, advertising and promotions agencies and other individuals engaged in the development, production, distribution of Sweepstakes materials and administration of the Sweepstakes, and all of their respective employees, officers, shareholders, directors and agents (collectively, "Sweepstakes Parties") from (i) any and all liability, loss, harm, damage, cost or expense, including all reasonable counsel fees and court costs incurred, property damage, personal injury and/or death; (ii) anything related to the production, promotion, or execution of this Sweepstakes (or your participation therein), including preemption, cancellation, or rescheduling of the Game; (iii) that which may occur in connection with acceptance and/or use of the prize or while participating in or traveling to any Sweepstakes-related activity. Acceptance of prize constitutes permission for Sponsor and its designees to use winner's name and/or likeness for purposes of advertising and trade in any medium, without further compensation, unless prohibited by law. Entrants are disqualified at any time for failure to comply with the terms of these rules or the Sponsor's instructions. Sponsor may, in its sole discretion, disqualify anyone tampering with the entry process or the operation of the Sweepstakes or any electronic systems related to the Sweepstakes, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. If, for any reason, the Sweepstakes is not capable of running as planned due to any reasons which Sponsor, in its sole opinion, deems could or do affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes.

LIMITATIONS OF LIABILITY: The Sweepstakes Parties and each of their agencies and partners are not responsible for lost, late, incomplete, stolen, misdirected, or illegible, mail, shipping or email (whether to or from them); or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/website/use net accessibility, availability, or traffic congestion, or any technical error, or unauthorized human intervention, or the incorrect or inaccurate capture of code entry or other information, or the failure to capture any such information. The Sweepstakes Parties and each of their agencies and partners are not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the websites related to the Sweepstakes. Sponsor reserves the right, at its sole discretion, to disqualify any individual found, at its sole discretion, to be tampering with the operation of the Sweepstakes or any website related to the Sweepstakes, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. The Sweepstakes Parties and each of their agencies and partners are not responsible for injury, death or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of any website related to the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned by reason of, but not limited to, infection by computer virus, worms, bugs, tampering, unauthorized intervention,

fraud, technical failures, or any other causes which Sponsor, in its sole opinion deems could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. IN NO EVENT WILL THE SWEEPSTAKES PARTIES, THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR ADVERTISING OR SWEEPSTAKES AGENCIES OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, CLAIMS, ACTIONS, DAMAGES, LOSSES OR LIABILITY OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES RESULTING FROM OR ARISING FROM YOUR PARTICIPATION IN THE SWEEPSTAKES, ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF THE PRIZE THAT MAY BE AWARDED, OR YOUR ACCESS TO AND USE OF THE WBKR, WDKS, WGBF-FM, WJLT, or WKDQ SITES (THE "WEB SITES") OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEB SITES. WITHOUT LIMITING THE FOREGOING, ALL PRIZES AND EVERYTHING ON THE WEB SITES 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. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS. CAUTION: ANY ATTEMPT BY A USER OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEB SITES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

SWEEPSTAKES ADMINISTRATION: The Administrator is the administrator of the Sweepstakes and is responsible for the administration and execution of the Sweepstakes. Sponsors are not responsible for the collection, submission or processing of entries, conduct or the overall administration of the Sweepstakes. Entrants should look solely to Administrator at its above address with any questions, comments or problems related to the Sweepstakes.

WINNERS LIST: For winners list, mail a self-addressed, stamped envelope to the Winner's List Address above. Request must be received by Sunday, September 8th 2013.

SPONSOR: Royal Crown Bottling Corporation, 1100 Independence Avenue, Evansville, IN. 47714

DR PEPPER/SEVEN UP, INC. IS NOT A SPONSOR OF THE PROMOTION AND IS NOT ASSOCIATED WITH THE ADMINISTRATION OF THE PROMOTION IN ANY WAY.