

SPRITE MVP PROGRAM WITH THE CHICAGO BULLS AND FAMILY DOLLAR ESSAY CONTEST OFFICIAL RULES

- 1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** The odds of winning will depend on the sole discretion of a panel of judges (the "Judges") who will be judging the Sprite MVP Program with the Chicago Bulls and Family Dollar Essay Contest (the "Contest"). Judging criteria to determine the selection of the Winner (as defined below) can be found below. The Contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited or restricted by law.
- 2. ELIGIBILITY:** Contest is open only to legal residents of Illinois and Indiana who are enrolled as high school students in grades 10-12 in an accredited public, private or parochial school in Illinois or Indiana at the time of entry. Students must also have a 2.5 minimum GPA, are active in community service (20 hours in the last year) and are involved in leadership and extracurricular activities. Employees, officers, directors, partners, members, agents (including immediate family members (spouse, parent, child and sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of Sponsor (as defined below), Coca-Cola Bottlers, Family Dollar Store, The Boys and Girls Club of America, the National Basketball Association and its member teams, Chicago Professional Sports Limited Sponsorship, Chicago Bulls Limited Sponsorship and CBLS Corp and each of their respective parents, affiliates, subsidiaries, suppliers, and advertising and promotion agencies are not eligible to participate.
- 3. HOW TO ENTER:** Eligible persons may enter the Contest by filling out an official entry form, available at participating Family Dollar stores or at www.nba.com/bulls. Entry forms must include the name and signature of each eligible participant's parent or legal guardian. Entrants must also include with their entry a typed or hand-printed essay, with a minimum of 250 words on a plain piece of 8-1/2" x 11" paper (one side only, double-spaced) that addresses the following contest theme:

"How important is leadership and teamwork in making your community a better place to live, and in what ways have you demonstrated being a MVP – most valuable player – in your community?"

Entrants must mail their entry form along with their essay in a hand-addressed, business-size (#10) envelope with first-class postage affixed, to: Sprite MVP Program with the Chicago Bulls and Family Dollar Essay Contest, Chicago Bulls, Attn: Hillary Thomas, 1901 W. Madison Street, Chicago, IL 60612. All entries must be post-marked by January 31, 2012, and received by February 3, 2012. Limit one (1) entry per person.

Entrants must obtain a parent/legal guardian's permission to enter. Entries must be written in English. Illegible or incomplete entries or entries that do not fully comply with the requirements set forth herein will be disqualified at Sponsor's sole discretion. Essays that contain less than 250 words may also be disqualified at the Sponsor's sole discretion. Once an Entry is submitted, entrants may not edit or resubmit with edits. No correspondence regarding entries will be entered into with entrants, except as specified in these rules. Sponsor may, in its sole discretion, disqualify entries deemed to be inappropriate or otherwise non-compliant with these Official Rules. Essays must not include profanities and must not depict Sponsor or any school's image unfavorably. Essays must not infringe any third-party rights, and must be suitable for publication. Essay must not defame or invade publicity rights or the privacy of any person, living or deceased, or otherwise infringe on any person's personal or proprietary rights. Entrants may be required to sign an affidavit certifying that their essay is their own original work, that they hold all rights to the essay, and that the essay has not been previously reproduced or published and has not won a previous prize or award in any other writing contest.

- 4. JUDGING:** One (1) potential Grand Prize winner (the "Winner") will be determined by the Judges from among all eligible entries received. All eligible entries will be judged based on the following criteria: Content and Appropriateness to Theme - 25%; Originality and Creativity - 25%; Grammar and Vocabulary - 25% and Overall style - 25%. Entries will be judged on or about February 7, 2012, by the Judges. The author of the highest scoring essay will be deemed the Winner (subject to verification of eligibility). In the event of a tie, the entrant with the highest score in "Content and Appropriateness to Theme" will be declared the Winner. If

a tie remains thereafter, the entrant with the highest combined score in “Content and Appropriateness to Theme” and “Originality and Creativity” will be declared the Winner. The decisions of the Judges regarding the determination of the Winner is final and binding, and the decisions of Sponsor, including as to eligibility of entries, are final and binding on all matters relating to the Contest (except the determination of the Winner).

5. **PRIZE:** One (1) Grand Prize will be awarded. The Grand Prize Winner will receive two (2) United Airlines vouchers valid for travel between any cities in the continental United States serviced by United Airlines and a Sponsor-specified Chicago Bulls autographed item. Approximate Retail Value (“ARV”) \$1,018. Any difference between stated approximate retail value and actual value will not be awarded. There is no monetary value associated with autograph. Vouchers valid on published, scheduled service only. Vouchers issued will bear the date of issue and the date of expiration. Expiration dates will not be extended and vouchers will not be refunded or redeemable for cash or credit at any time, nor will vouchers be replaced if lost or stolen. Certain restrictions and blackout dates may apply. Vouchers are subject to all terms and conditions of use as established by issuer. All other travel-related expenses, including but not limited to ground transportation and luggage fees are the sole responsibility of the winner. The Grand Prize is non-transferable and non-assignable, with no cash redemptions or substitutions except at Sponsor’s sole discretion. Sponsor reserves the right to substitute a prize of comparable or greater value at its sole discretion.
6. **NOTIFICATION:** Potential Winner will be notified by telephone, U.S. Mail, email (if provided) or overnight courier by Sponsor. In the event that potential Winner does not respond to any such notification within three (3) days of date of notification, a disqualification will result and, at Sponsor’s discretion, an alternate Winner shall be chosen from among all remaining eligible entries based upon the next highest scoring essay. Potential Winner will be required to execute and return an affidavit of eligibility and release of liability and publicity release within ten (10) days of the date of receipt. Noncompliance will result in disqualification, at Sponsor’s discretion, an alternate Winner shall be chosen from among all remaining eligible entries based upon the next highest scoring essay if all required documents are not properly executed and returned within the specified period of time. Refusal or return of such documents as non-deliverable or potential Winner’s noncompliance with these Official Rules will also result in disqualification and, at Sponsor’s discretion, cause an alternate Winner to be chosen from among all remaining eligible entries based upon the next highest scoring essay.
7. **WAIVER OF LIABILITY/PUBLICITY RELEASE:** By participating in the Contest and submitting an entry, all participants agree to (i) be bound by these Official Rules, including all entry requirements and (ii) waive any and all claims against Sponsor, Coca-Cola Bottlers, Family Dollar Store, The Boys and Girls Club of America, the National Basketball Association and its member teams, Chicago Professional Sports Limited Partnership, Chicago Bulls Limited Partnership, and CBLS Corp, and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies, and any and all other companies associated with the Contest, and all of their respective equity holders, officers, directors, employees, agents and representatives (collectively, “Released Parties”) for any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from the participation in the Contest or from the receipt or use of a Grand Prize or any travel or activity related to the receipt or use of the Grand Prize. By acceptance of the Grand Prize, Winner grants to Released Parties the right to publicize such Winner’s name, city and state of residence and/or likeness in any medium now or hereafter devised worldwide and in perpetuity, without limitation and without additional compensation or consideration, notification or permission, unless prohibited by law.
8. **GENERAL RULES:** Sponsor reserves the right to modify, adapt or reproduce the essay in full, at its discretion. All materials submitted become the sole property of Sponsor and will not be acknowledged or returned. Released Parties are not responsible for lost, late, damaged, delayed, postage due, mutilated, misdirected, stolen, garbled, incomplete, inaccurate or illegible entries. Released Parties are not responsible for any typographical or other error in the printing, the offering or the announcement of any Grand Prize or in the administration of the Contest. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by Sponsor. Sponsor shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Contest, and to resolve all disputes in its sole discretion. The Released Parties (i) make no warranty, guaranty or representation of any kind concerning the Grand Prize, and (ii) disclaim any implied warranty.

Sponsor reserves the right, in its sole discretion, to cancel or suspend the Contest should unauthorized human intervention or other causes corrupt administration, security, fairness, integrity or proper operation of the Contest. In the event of cancellation, Sponsor may elect to identify Winner and award the Grand Prize from among all non-suspect, eligible entries received up to time of such cancellations based upon the criteria above.

9. **WINNERS LIST:** For the name of the Winner, available after March 15, 2012, send a separate, self-addressed, stamped (#10) envelope within thirty (30) days after the Contest ends to: Sprite MVP Program with the Chicago Bulls and Family Dollar Essay Contest Win List, 10151 Carver Road, Cincinnati, OH 45242.
10. **SPONSOR:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

Abbreviated Rules

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