

**OFFICIAL RULES
2014 CRUSH TURTLES 1 IN 10 WINS GAME**

EMAIL & INTERNET CONNECTED MOBILE DEVICE OR COMPUTER AND PRINTER REQUIRED. NO PURCHASE NECESSARY. PRIZE REQUIRES USE OF e-Movie Cash® AND IS SUBJECT TO e-Movie Cash® TERMS AVAILABLE AT http://www.emoviecash.com/tpg/consumer_rules.html. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING. GOVERNED BY LAWS OF THE STATE OF TEXAS. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.

Promotion: 2014 Crush Turtles 1 in 10 Wins Game (the “**Promotion**”)
Sponsor: Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75024

ADMINISTRATORS:

Promotion: Innovative Processing, Inc., 20012 21st Ave E, Clearwater, MN 55320

Promotion & Movie Ticket

Download Site: Hip Digital Media, Inc., 883 Santa Cruz Avenue, Suite 204, Menlo Park, CA 94025

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: 12:00pm Pacific Time (“**PT**”) June 12, 2014

End Date: 12:00pm PT, August 9, 2014

Free Code Request Deadline: 12:00pm PT, August 9, 2014

Promotion Period: Start Date through End Date

Code Redemption Deadline: 11:59:59pm PT, September 9, 2014

Movie Ticket Certificate Expires 11:59:59pm PT, October 31, 2014

ADDRESSES:

Website: www.crushsoda.com

Free Code Address: Crush Turtles 1 in 10 Wins Free Code Request, PO Box 6136, Dept T, Clear Lake, MN 55319

UP TO 921,300 GRAND PRIZES: One (1) movie ticket (up to \$13.00 value). Odds: 1:10.

FURTHER PRIZE DESCRIPTIONS/TERMS:

Grand Prize Code Details: Each Code is good for one (1) time use only. Limit one (1) Code per transaction. Code valid online at www.crushsoda.com. Cannot be combined with other offers. Not redeemable for cash. All Ticket Offers are subject to the terms and conditions of the participating theater and may not be combined to increase their value for a single ticket purchase.

HOW TO PLAY: During the Promotion Period, to play:

CODES: Where to Find a Promotion code (“Code”):

- 20 OZ ORANGE CRUSH and 2 LITER ORANGE, GRAPE, STRAWBERRY OR BERRY PUNCH CRUSH BOTTLES: Look under cap of these specially marked bottles.
- **FREE CODE:** Print your name and residential address, phone, date of birth and email on 3x5 card. Mail in an envelope with proper postage to the Free Code Address. Must be received by the Free Code Request Deadline. Mail each request separately. No copies. Free Codes will be emailed. Place drpepper@letushelponline.com as a safe address in your computer to insure that you receive your requested Code. Sponsor not responsible for undeliverable codes due to spam filter rejections.

Participating products available at participating retailers during the Promotion Period. Not all brands or packages may be available in all markets. You must obtain codes via legitimate retail purchase or free request above. Codes may not be sold, bartered or transferred.

- **ONLINE ENTRY:** Go to the Website. Click on the Promotion icon. If you are registered, sign in with your username and password. Otherwise, enter your name and residential address, phone, date of birth, email options and password, accept rules and terms, or you can autopopulate these fields by connecting with your Facebook or other social media account and authorizing the application. Ensure your full profile is completed by updating your profile on your personal Facebook page or other social media site. Enter your Code. Click submit.
- After you enter your Code, you will either receive a non-winning message or a winning message. If you receive a winning message, follow the instructions to download One (1) movie ticket (up to \$13.00 value).

CODE LIMITS: Codes must be entered by the Code Redemption Deadline. Limit 3 Codes per person per day/177 Codes per person in total regardless of the method of entry. 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.

PRIZE LIMIT: Limit one prize per person per household. Winners of any prize from any promotion sponsored by Sponsor or any of its affiliates within the past twelve (12) months from the start date of this Promotion are not eligible.

AFFIDAVIT/RELEASE: Winner and, if applicable, winner's guest(s) may be required to sign an affidavit of eligibility and release of publicity/liability within the time Sponsor or Administrator specifies or prize may be forfeited.

THE FOLLOWING TERMS ARE PART OF THE FULL OFFICIAL RULES.

ELIGIBILITY: To enter you must be a U.S. legal resident of an Eligible State and at least the Minimum 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 (as defined below), Paramount Pictures Corporation ("**Paramount**") or redemption/recycling centers, 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, Paramount, its bottlers or distributors, Administrator, each of their 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.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND COMPLIANCE WITH THESE OFFICIAL RULES HAS 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.

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 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 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, likeness, photograph, photograph, voice, opinions and/or hometown and state for advertising purposes in any medium, worldwide, 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 any other factor). 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.

LIABILITY RELEASE: BY PARTICIPATING, YOU RELEASE AND AGREE THAT SPONSOR, PARAMOUNT OR ANY PROMOTION PARTY (A) WILL NOT 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 (i) PROMOTION, EXECUTION OR ADMINISTRATION OF THE PROMOTION (OR YOUR PARTICIPATION); (ii) CANCELLATION OR MODIFICATION OF ANY ASPECT OF THE PROMOTION; (iii) USE OF ANY WEB SITE RELATED TO THE PROMOTION OR MATERIALS ON THEM; (iv) ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF ANY PRIZE; OR (v) PARTICIPATING IN OR TRAVELING TO ANY PROMOTION-RELATED ACTIVITY (B) HAS NOT MADE ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, WITH RESPECT TO ANY PRIZE, INCLUDING, WITHOUT LIMITATION, TO SUCH PRIZE'S QUALITY OR FITNESS FOR A PARTICULAR PURPOSE.

INDEMNITY: By participating, you further agree that to the maximum extent permitted by law, you will indemnify, defend and hold harmless the Promotion Parties, Paramount 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.

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. Paramount is not responsible for the administration of the Promotion, collection, submission or processing of entries, or the selection of winners.

ENTRANT'S PERSONAL INFORMATION: Information collected from entrants may be shared with Paramount, which shall use such information in accordance with its own independent online privacy policy located at <http://www.paramount.com/privacy-policy>. Except as set forth herein, information collected from entrants is subject to the Sponsor's Privacy Policy available at <http://www.crushsoda.com/#privacy>.

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