

**OFFICIAL RULES
2015 CRUSH FANTASTIC FOUR 1 IN 10 WINS GAME**

EMAIL & INTERNET CONNECTED MOBILE DEVICE OR COMPUTER AND PRINTER REQUIRED. NO PURCHASE NECESSARY. PRIZE REQUIRES USE OF Hollywood Movie Money® AND IS SUBJECT TO Hollywood Movie Money® TERMS AVAILABLE AT <https://www.activaterewards.com/hmm/terms>. 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: 2015 Crush Fantastic Four 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 14, 2015
End Date: 11:59pm PT, August 8, 2015
Free Code Request Deadline: 12:00pm PT, August 8, 2015
Promotion Period: Start Date through End Date
Code Redemption Deadline: 11:59:59pm PT, September 9, 2015
Movie Ticket Certificate Expires 1 Month from Online Activation

ADDRESSES:

Website: www.crushsoda.com
Free Code Address: 2015 Crush Fantastic Four 1 in 10 Wins Free Code Request,
PO Box 6136, Dept FF, Clear Lake, MN 55319

550,000 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. Reward certificate is valid for the value and number of movie admissions listed above. Reward certificate is valid to see any movie at participating theaters, at any showing including those designated as “no coupons, no passes” in local theater listing guides. Any additional costs associated with admission will be the responsibility of the certificate holder. If lost, cannot be replaced. Void if sold or otherwise exchanged. No reproductions will be accepted. No change will be provided. Not valid with any other offer. Valid in U.S. only. The reward code is issued in connection with a promotional program. Click here to view the Hollywood Movie Money® Acceptance Guarantee. Hollywood Movie Money® is marketed by Quantum Rewards. To activate go to <https://www.activaterewards.com/hmm> and follow the onscreen steps.

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

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

- 2 LITER ORANGE, GRAPE, STRAWBERRY OR CHERRY 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 the One (1) movie ticket (up to \$13.00 value).

CODE LIMITS: Codes must be entered by the Code Redemption Deadline. Limit 3 per day/56 total. 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 (valued \$600 or more) per person/household per 12 consecutive months from any promotion sponsored by Sponsor or any of its affiliates.

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 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, 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 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 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.

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.

ABBREVIATED RULES

On Packaging and POS:

NO PURCHASE NECESSARY. EMAIL & INTERNET CONNECTED MOBILE DEVICE OR COMPUTER REQUIRED. SUBJECT TO ALL PROVIDERS' TERMS AND CONDITIONS, INCLUDING TERMS AVAILABLE AT <https://www.activaterewards.com/hmm/terms>. **Standard data rates apply.** Must be U.S. legal resident, 18 or older. Code under cap. Enter Code/get Rules/Free Code Info on crushsoda.com. Request Free Codes by and game ends 8/8/15. Redeem by 9/9/15. Movie ticket certificate expires one month from online activation. Subject to full Official Rules. Void where prohibited.

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Other Advertising:

NO PURCHASE NECESSARY. EMAIL & INTERNET CONNECTED MOBILE DEVICE OR COMPUTER REQUIRED. SUBJECT TO ALL PROVIDERS' TERMS AND CONDITIONS, INCLUDING TERMS AVAILABLE AT <https://www.activaterewards.com/hmm/terms>. **Standard data rates apply.** Must be U.S. legal resident, 18 or older. Code under cap. Enter Code/get Rules/Free Code Info on crushsoda.com. Request Free Codes by and game ends 8/8/15. Redeem by 9/9/15. Movie ticket certificate expires one month from online activation. Subject to full Official Rules. Void where prohibited. Reward certificate is valid for the value and number of movie admissions listed above. Reward certificate is valid to see any movie at participating theaters, at any showing including those designated as "no coupons, no passes" in local theater listing guides. Any additional costs associated with admission will be the responsibility of the certificate holder. If lost, cannot be replaced. Void if sold or otherwise exchanged. No reproductions will be accepted. No change will be provided. Not valid with any other offer. Valid in U.S. only. The reward code is issued in connection with a promotional program. Click here to view the Hollywood Movie Money® Acceptance Guarantee. Hollywood Movie Money® is marketed by Quantum Rewards. To activate go to <https://www.activaterewards.com/hmm> and follow the onscreen steps.

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**OFFICIAL RULES
2015 CRUSH FANTASTIC FOUR 12 PACK**

REQUIRES PURCHASE OF SPECIALLY-MARKED CAN PACKAGES OF CRUSH AT PARTICIPATING RETAILERS. OFFER CODE INSIDE. REQUIRES USE OF INTERNET. Code (“Code”) must be redeemed after 6/14/2015 and no later than 9/9/2015 at 11:59:59 pm PT. Each Code is good for one (1) time use only. Limit one (1) Code per transaction. Code valid online at www.crushsoda.com. Four codes may be redeemed for a free movie ticket (max value \$13.00). Codes entered via mobile phone requires mobile device with digital internet data connection (WiFi connection recommended). Notice: Your mobile provider may charge you for your data connection usage – please check with your service provider. Mobile device compatibility will vary by mobile device and some devices may not be supported and mobile device compatibility is not the responsibility of Sponsor, Administrator and/or Twentieth Century Fox Film Corporation. Void where prohibited by law. Code must not be copied, sold, or otherwise offered. Any other use constitutes fraud and may be prosecuted to the fullest extent of the law. Cannot be combined with other offers. Not redeemable for cash. All ticket offers are subject to the terms and conditions of the participating theatre, and Hollywood Movie Money® terms and conditions available at <https://www.activaterewards.com/hmm/terms>. Offer subject to cancellation or change at any time. Limit of 3 Codes may be used per day/171 Codes total.

Dr Pepper/Seven Up, Inc. (“Sponsor”) and/or Innovative Processing, Inc., (“Administrator”) reserves the right to require participants to mail-in in the cartons with Codes to an address provided by Sponsor and/or Administrator for verification. If not received within the time period Sponsor and/or Administrator specify, entrant may be disqualified and/or offer may be forfeited. Twentieth Century Fox Film Corporation is not in any way responsible or liable for the administration of this promotion. Movie ticket certificate expires one month from online activation.

ELIGIBILITY: To enter you must be a U.S. legal resident at least 18 years old.. 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 at either Sponsor, Administrator or Twentieth Century Fox Film Corporation, or at redemption/recycling centers, or (B) owner/operator or person responsible for purchasing or promotion decisions at retailers of Sponsor products. Subject to complete offer details at www.crushsoda.com

12pk Shortened Disclaimer (to go on outside of pack):

REQUIRES PURCHASE OF SPECIALLY-MARKED CAN PACKAGES OF CRUSH AT PARTICIPATING RETAILERS. OFFER CODE INSIDE. REQUIRES USE OF INTERNET. Must be U.S. legal resident, 18 or older. Valid only 6/14/15–9/9/15 at 11:59:59 pm PT. Can’t combine with other offers. One Code per transaction. Must not be copied/sold/offered. Limit 3 Codes per day/171 Codes total.

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