

Coca-Cola Regal Films Contest Official Rules

Program Overview: The Coca-Cola Regal Films Contest is a competition that gives certain university students the opportunity to enter a script (each a "**Script**") for up to a 30-second feature introduction film ("**Film**") that will be judged by a panel of qualified judges. A total of up to 5 Scripts will be selected as finalists and each finalist team of students (each a "**Finalist Team**") will have the opportunity to produce a Film based on their Script that will be judged again in a competition for the Grand Prize. The Grand Prize winning team may have their Film screened nationally across select Regal Cinemas locations.

1. Eligibility: The Coca-Cola Regal Films Contest (the "**Contest**") is open only to full time undergraduate and graduate students who are in good standing and are currently attending or who are 2018 graduates of 1 of the following 30 schools (each a "**School**"), who are at least 18 years of age, and who have legal authorization and documentation to prove such authorization to work in the U.S. for the entire period of the Contest (as defined in Section 4 below). Students on visas must have valid U.S. work authorization in order to be eligible to participate. If a student's participation violates the terms of his or her visa, Sponsor reserves the right to disqualify the student's Script, Film, and/or Team (as defined in Section 5 below) from this Contest. A Team will be disqualified if it engages in or is discovered to have engaged in Prohibited Behavior. "**Prohibited Behavior**" means any action or statement by a Team member that brings that Team member into public disrepute, contempt, scandal or ridicule, or that shocks or offends the community or any group or class thereof, or that reflects unfavorably upon Company or the Contest, that puts the Contest in poor standing, that is deemed by Sponsor to be unsportsmanlike conduct, impugns the reputation of others, or that reduces the commercial value of the Company's association with the Team member. If, in the sole discretion of Sponsor, a Team or Team member engages in Prohibited Behavior, Sponsor may take any action it deems appropriate up to and including disqualification from the Contest.

1. AFI
2. Biola University
3. California University
4. Chapman University
5. Columbia College Chicago
6. Columbia University Film School
7. Elon University
8. Florida State University
9. Full Sail
10. Georgia State University
11. Indiana University
12. Iona College
13. Ithaca College
14. Morehouse College
15. Northwestern University
16. Notre Dame
17. NYU
18. Pace University
19. Ringling College of Art and Design
20. Studio School
21. SCAD (Atlanta)
22. SCAD (Savannah)
23. School of the Art Institute of Chicago
24. School of Visual Arts
25. The New School
26. UCLA

- 27. University of Nevada
- 28. University of North Carolina School of the Arts
- 29. University of Texas (Austin)
- 30. Western Kentucky University

Current employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Regal Entertainment Group (except if a student works part-time at Regal, in which case he or she would be eligible, unless his or her parent or other immediate family member works at Regal), Fullscreen, Inc., Treefort, Career Sports & Entertainment, Inc., HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, and agents, and any agencies or other companies involved in the development or execution of the Contest or production or distribution of Contest materials, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited by law.

2. Co-Sponsors: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313 and Regal Entertainment Group, 7132 Regal Lane, Knoxville, Tennessee 37918 (herein, collectively "**Sponsor**" or "**Sponsors**"). **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Agreement to Official Rules: Participation in this Contest constitutes each Team member's full and unconditional agreement to these Official Rules, as well as any other documentation provided to Team members by the Sponsor, (the "**Documentation**"), and that Sponsor's and Administrator's decisions are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein and in the Documentation. To the extent any conflicts arise between these Official Rules and the Documentation, the Official Rules will govern.

4. Timing: The Contest begins on August 28, 2018 at 1:00 p.m. Eastern Time ("**ET**") and the winner selection will be announced on April 3, 2019 at 11:59 p.m. ET (the "**Promotion Period**"). The Contest consists of several phases as outlined in the chart below. The Semi-Finalist Selection phase through the Winner Selection and Announcement phase dates are subject to shift slightly, in the Sponsor's sole discretion.

Phase	Start Date (at 12:00 a.m. ET unless otherwise specified)	End Date (at 11:59 p.m. ET unless otherwise specified)
Script Submission	August 28, 2018 at 1:00 p.m. ET	October 5, 2018
Semi-Finalist Notification	October 22, 2018	October 22, 2018
Semi-Finalist Revisions and Storyboards Due	October 25, 2018 at 12:00 p.m. (noon) ET	NA
Finalist Notification	November 8, 2018	November 14, 2018
Pre-Production	November 15, 2018	January 9, 2019
Production	January 10, 2019	February 10, 2019
Post-Production	February 11, 2019	March 4, 2019 at 12:00 p.m. ET (noon)
Grand Prize RRP Winner Selection and Announcement	April 3, 2019	April 3, 2019

Sponsor's computer is the official time-keeping device for this Contest.

5. How to Enter: Eligible students from a single School must form a team of 2 students, 1 of whom must be a film student with producing knowledge (each a "**Team**"). Both Team members must be from the same School and at least one must be in the Film or Animation / VFX Program. During the Script Submission Phase, each Team will be provided with a link to an online application form, program brief (the "**Program Brief**"), rules, budget and contact information, via the School's film department. The Program Brief will outline the filmmakers' challenge from which Teams can submit ideas. Using this information, each Team will complete the online application form ("**Application**") and then must submit a Script and a proposed budget, signed by faculty advisor (the "**Budget**"), **WITHIN 30 MINUTES OF SUBMITTING THE ONLINE APPLICATION** via email (to Cokeregalfilms@gmail.com). A student may participate on more than 1 Team and Teams may submit multiple scripts. Teams are permitted to consult with their School administrators. Team members may not be allowed to use School's equipment or facilities to produce the Script without first satisfying the applicable School's requirements for doing so. If a student has not taken the necessary course prerequisites, he/she may want to form a Team with someone with the appropriate access to the equipment and facilities.

Once the Script is complete, each Team must email the Script and faculty-signed Budget associated with the Script in one email to CokeRegalFilms@gmail.com. The Application and Script will be referred to in these rules as the submission ("**Submission**"). See additional Script Requirements and Content Restrictions in bulleted sections below. Both Team members must be identified on the Application or the Team will be disqualified. Only Team members identified on the Application will be eligible for any prize in this Contest. Submissions must be emailed by 11:59 p.m. ET on October 5, 2018. By emailing a Submission, you agree that it conforms to the Script Requirements and Content Restrictions as defined below and that Sponsor, in its sole discretion, may remove your Submission and may disqualify you from the Contest if it believes your Submission fails to conform to the Script Requirements and Content Restrictions or does not meet any other criteria stated elsewhere in these Official Rules.

Script Requirements:

- Must be in English;
- Must be the length appropriate for a 30-second Film (approximately 1 page or less);
- Must NOT contain a title page (in addition to the pages above). The title should be listed at the top of the script;
- Must NOT display the names of the Team members, or the name of the School;
- Must not include any beverages other than Coca-Cola Beverages and any other theater brands other than Regal owned theatres.

Submission Guidelines:

- Eligible students must submit their Applications, Scripts, and Submissions as part of a Team. Selected participants will use their Budgets to hire the appropriate crew and obtain any resources or equipment necessary to complete the Film production;
- One of the Team applicants must be a producer; the other may be any key crew member;
- Students may submit as many Applications, Scripts, and associated Budgets, as they would like. In fact, we recommend multiple Submissions;
- Each applicant must submit the Script and Budget associated with the Application within 30 minutes of submitting an Application -- that is, one Budget and Script per email. If you are submitting multiple Scripts, you must submit an Application for each of them and must email a Script and a Budget in order to be eligible for the Contest.
- The Budget must include your School's key faculty administrator's signature. For a list of key administrators, see page 22 in the Program Brief.
- All Submission components must be sent in one email and include "Coca-Cola Regal Films Application" in the subject line.

- Each Script must be saved and submitted as a .pdf.
- Make sure to save ALL of your documents using your Script title. Example: “BreakTheNight_Application” and “BreakTheNight_Script”.

Content Restrictions:

- Must be able to be created and produced as a Film for \$15,000 or less;
- Must not disparage, ridicule, denigrate, or embarrass The Coca-Cola Company or its employees or products or Regal Entertainment Group or its employees, products, or services or any other Contest sponsors or related parties;
- Must NOT include children under the age of 15 years old without the presence of a parent or caregiver; visible face, torso and significant presence of a parent or caregiver must be evident in the spot and narrative created. All youth portrayed alone in any media must be and clearly look like a youth of 15 years or older;
- Avoid cartoon-like animation styles. All animation styles must appear realistic so not to appear as though the spot is being marketed to children. That includes retro-styled animations that might be aimed at an older target;
- Must not include any live animals;
- Must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- Must not contain material that Sponsor deems to be inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- Must not contain material that Sponsor deems to promote bigotry, racism, hatred or harm against any group or individual or to promote discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age;
- Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Script is created;
- Must not contain any indecent, vulgar, obscene, or offensive material, including, but not limited to, material surrounding terrorism, guns, foul language, and/or adult content;
- Must not contain brand names or trademarks other than those owned by The Coca-Cola Company and/or Regal Entertainment Group. Team members have a limited license to use these brand names and trademarks to create and submit material for this Contest only;
- Must not contain material that Sponsor deems (or promotes activities which are) sexually explicit or suggestive, obscene, pornographic, violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, national origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, harassing, defamatory, libelous, infringing or otherwise objectionable to Sponsor);
- Must be the original work of the Team and created specifically for this Contest. Except for the limited license granted above, you may not submit a Script in which any person other than yourself or your Team member owns any rights (including, but not limited to, rights as joint owner or joint author). Your Script may not be based in whole or in part on the work of any other person (including without limitation, any other fictional or non-fictional material, published or unpublished, produced or unproduced), unless it qualifies as a legitimate parody under U.S. copyright law. If you have adapted your Script, or any part of it, from another original work(s) created solely by you or by your Team member, you must prominently disclose that fact when you submit the Script. If the judges, in their sole discretion, determine that two or more Scripts are substantially similar to one another, all such Scripts will be disqualified. In addition, the judges will disqualify any Script that has been previously produced or released, in whole or in part; that has won any prize or award; or that the judges, in their sole discretion, determine is not completely original; and,
- Must not contain any elements that would violate third-party rights if used in a commercial film. Teams may not obtain the right to use these materials by license, permit, consent, or otherwise. **CAUTION:** This means, among other things, that your Script will be disqualified if it contains, or suggests that the Film will contain, such things as:

- o Trademarks owned by others, including consumer brands, all props and venues must be generic;
- o Copyrighted materials owned by others (including dialogue from existing movies, musical compositions, and sound recordings), unless the use would constitute a legitimate fair use parody under U.S. copyright law. Important Note: The judges, in consultation with their legal advisers, will make this fair use/parody determination in their sole discretion. Therefore, you should understand that your attempt to create a parody could result in the disqualification of your Script; or
- o The names, likenesses, voices, or other indicia identifying celebrities and other public figures, living or dead, or look-alikes or sound-alikes of celebrities or other public figures, living or dead.

Submitting a Script constitutes each Team member's agreement to accept Sponsor's grant of a limited, non-exclusive, non-transferable, royalty-free license to use Sponsors' logos (the "**Limited License**") provided solely for purposes specifically indicated in these Official Rules. Additionally, submitting a Script constitutes each Team member's grant to Sponsor of a royalty-free, irrevocable, exclusive license to use, produce, reproduce, modify, publish, and display the Script in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including, but not limited to, for promotional or marketing purposes. If requested, each Team member agrees to sign documentation that may be required for Sponsor or its designees to make use of the exclusive rights the Team member is granting to use the Script.

If your Script is not selected as one of the Finalists, after November 14, 2018, you may not use any permitted logo, name, trademark or any other branding depicted in your Script except for purposes of seeking employment and/or with prior written permission from the Sponsors. You may choose to use your Script with all such references completely redacted.

Notwithstanding any of the above, the Sponsors, their subsidiaries, affiliates, joint ventures, distributors and bottlers also have the right to the unlimited use and reuse in perpetuity of the Script or subsequent Film, if any, for historical, archival, and/or documentary purposes in any public facility or any event owned or operated by Sponsor, such as the World of Coca-Cola museum and traveling versions thereof.

Any attempt by any Team member to enter using multiple/different email addresses, identities, registrations, or any other methods will disqualify that Team's Script and that Team or Team member may be disqualified from this Contest and any of the Sponsor's other promotions. However, a Team member may enter more than one Script, if desired. The Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, corrupt, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Scripts, all of which will be void.

In the event of a dispute regarding any Script, the authorized account holder of the email address used to send the Submission and/or listed on the Application form, may be deemed to be the Team member/entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each Team member may be required to show proof of being an authorized account holder.

6. Finalist Determination, Notification, and Requirements: The winning Finalist Team will be determined in 3 separate judging phases as follows.

I. Determination of Semi-Finalist Teams

At the conclusion of the Script Submission Phase, a panel of qualified judges, selected by Sponsor in its sole discretion, will judge the Scripts and will select up to 15 Semi-Finalist Teams (there may be more than one per School) based on the following Judging Criteria ("**Judging Criteria**"):

- Creativity (30%);
 - Overall quality of script and storyline
 - Creativity and originality
 - Ability to effectively tell a compelling story
- Creative Fit to Theme and Tone (40%);
 - Does the storyline successfully answer the elements in the Program Brief?
 - Does the concept represent/reflect the Coca-Cola and Regal brands?
- Entertainment Factor (30%)
 - Does the story provide a new, untold perspective?
 - Is the story entertaining?
 - Is it engaging to the target audience?

The Teams who submitted the up to 15 highest-scoring Scripts will be the potential Semi-Finalist Teams and will proceed in the Contest. In the event of an exact tie between 2 or more Scripts, the Team whose Script received the highest score for Creativity will be deemed the winner of the tie. During the Selection Phase, each Semi-Finalist Team will work with Sponsor and partners to refine their script and provide additional storyboards as needed. If selected, the Script will need to go through the official legal approval process.

II. Determination of Finalists

After the reworked Scripts are submitted, a panel of qualified judges, selected by Sponsor in its sole discretion, will judge the Scripts and will select up to 5 Finalist Teams (there may be more than one per School) based on the following Finalist Judging Criteria ("Finalist Judging Criteria"):

- Creativity (30%);
 - Overall quality of script and storyline
 - Creativity and originality
 - Ability to effectively tell a compelling story
- Creative Fit to Theme and Tone (40%);
 - Does the storyline successfully answer the elements in the Program Brief?
 - Does the concept represent/reflect the Coca-Cola and Regal brands?
- Entertainment Factor (30%).
 - Does the story provide a new, untold perspective?
 - Is the story entertaining?
 - Is it engaging to the target audience?

The Teams who submitted the up to 5 highest-scoring reworked Scripts will be the potential Finalist Teams and will proceed in the Contest. In the event of an exact tie between 2 or more Scripts, the Team whose reworked Script received the highest score for Creativity will be deemed the winner of the tie. Each Finalist Team will work with Sponsor and partners to refine, develop, and edit the Script once more and then will submit a revised Script to Sponsor for final approval via the method specified in the handbook.

The up to 5 potential Finalist Teams will be notified on or around November 8 - 14, 2018, by email, mail, or phone. Each potential Finalist Team member (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("**Declaration**") (along with any other forms deemed necessary by Sponsor, including, but not limited to a limited license to use Sponsors' trademarks), which must be received by Administrator within 2 calendar days of the date notice or attempted notice is sent, in order to claim his/her place as a Finalist

Team member and the applicable prize. If a potential Finalist Team member cannot be contacted, fails to sign and return the Declaration within the required time period, or is disqualified for any other reason, the potential Finalist Team forfeits the finalist position and the applicable prize and the Team with the next highest score may be selected as a potential Finalist Team, time permitting, and in Sponsor's sole discretion. Both Team members must complete the documentation or the Team may be disqualified. Sponsor reserves the right to select fewer than the stated number of Semi-Finalist or Finalist Teams, or more than 1 Finalist Team per School, in its sole discretion. Each Finalist Team will be required to produce a Film for \$15,000 or less based on the Team's reworked Script and submit the final cut as well as a 5-second introduction to Sponsor by 12:00 p.m. ET (noon) on March 4, 2019, refer to handbook for details. **FINALIST TEAMS MUST NOT SHARE FILMS, PROGRAM MATERIALS, OR EMAILS WITH OTHERS OUTSIDE OF THIS CONTEST.** Sponsor will provide additional details and requirements at the time of Finalist Team selection notification. In order to be eligible to be a potential Grand Prize winner, Finalist Teams must comply with all of the requirements in the handbook and other information provided. In its sole discretion, Sponsor reserves the right to request minor changes or modifications to a revised Script and/or a Film, including but not limited to title or particular images, if it deems this necessary to fit with the Contest and/or other requirements, including but not limited to trademark issues.

III. Determination of Grand Prize Winner

After the conclusion of the Post-Production Phase, a panel of judges called the "**Red Ribbon Panel**" will select the potential Grand Prize Team by the following process. First, the Red Ribbon Panel will score each Finalist Team's Film based on the same Judging Criteria and weighting specified above. Then, a panel consisting of the Contest Managers, selected by Sponsor in its sole discretion, will determine each Finalist Team's rank (between ranking 1st to 5th) across all judges' scores. The Finalist Team whose film has the highest average ranking will be the potential Grand Prize winning Team.

In the event of an exact tie in average rank between 2 or more Finalist Teams' Films, the same panel consisting of the Contest Managers, will review the tied Films and determine which Finalist Team Film best represents/reflects the Coca-Cola and Regal brands in their sole discretion. This Film will then be deemed the potential Grand Prize winning Team. The potential Grand Prize winning Team will be notified via email, mail, and/or phone and will be announced on or around April 3, 2019. The potential Grand Prize winning Team members will be required to sign and return a Declaration that includes among other things (i) an exclusive license for the Sponsors to use the Film for 4 years with option to renew at the rate set forth in the handbook and the Declaration and (ii) a limited license to use the permitted trademarks, together with any other forms provided by Sponsors, which must be received by Administrator within 5 calendar days of the date notice or attempted notice is sent, in order to claim the prize. Both potential Grand Prize winning Team members must complete the documentation or the potential Grand Prize winning Team may be disqualified. If a potential Grand Prize winning Team member cannot be contacted, fails to sign and return the Declaration within the required time period, or is disqualified for any other reason, the potential Grand Prize winning Team forfeits the prize and the Finalist Team with the next highest score may be selected as a potential Grand Prize winning Team. Only 2 alternate Finalist Teams may be determined, after which the Grand Prize will remain un-awarded.

7. Prizes:

1 GRAND PRIZE: The Grand Prize winning Team members may have their Film screened nationally across select Regal Cinemas locations, all details determined by Sponsor in its sole discretion. There is no retail or other monetary value to this Grand Prize.

UP TO 5 FINALIST PRIZES: \$15,000 to be used to produce the Film based on each Finalist Team's Script. Total Approximate Retail Value ("**ARV**") of each Finalist Team Prize package is \$15,000.

For all prizes: No substitution, exchange or transfer of any prize by any winner or Team member without

Sponsor's prior approval. Sponsor reserves the right to substitute a prize for one of equal or greater value. Each prize winner/Team member is responsible for all taxes and fees associated with his or her portion of the prize receipt and/or use. Without limiting the generality of these Official Rules, each member who is part of a potential Grand Prize winning Team shall irrevocably grant, transfer, convey and assign to the Sponsors, a royalty-free, irrevocable, exclusive license to use, produce, reproduce, modify, publish, and display such Script and Film in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including, but not limited to, for promotional or marketing purposes for a term of 4 years beginning after winner confirmation, with the right to renew at the rate set forth in the handbook and the Declaration. Each member of a winning Team accepts and acknowledges that Sponsor shall not be obligated to use the Script and/or the Film and that Sponsor and Sponsor's designees, in their sole discretion shall have the right to refrain from using the Script and/or the Film as part of the Contest. Sponsor shall not incur any liability whatsoever to the extent that Sponsor chooses to refrain from any exploitation of its rights hereunder. A winning Team member may/may not have his/her name or other personal attributes mentioned in the marketing and promoting of the Film created as part of the Contest, as determined by Sponsor, in its sole discretion. If requested, each member of a potential Grand Prize winning Team and/or a Finalist Team agrees to participate in any and all media interviews (including but not limited to radio and television) related to the Contest. By entering the Contest, each winner or member of a winning Team consents to any use that Sponsor and its respective parent, subsidiaries, and agents and any agencies or other companies involved in the development or execution of the Contest, may make of the winning Script and/or the Film. Sponsors will use the Film only in a mutually-beneficial and agreed-upon manner, as between the Co-Sponsors. Each member of a winning Team accepts and acknowledges that during Sponsors' exclusive use period any use by the winning Team (or any Team member) of the winning Script and Film created as part of the Contest in whole or in part (e.g., entry by Team into any film contest) will require prior written approval of Sponsors. After the exclusive use period, use of any permitted logos, names, trademarks, or any other branding referred to or depicted in your Script and/or Film may only be used with prior written approval of Sponsors.

8. Publicity: Except where prohibited, participation in the Contest constitutes each Team member's consent for the Sponsor and its designees to use each Team member's name, biographical information, School affiliation, likeness, voice, city and state of residence ("**Personal Attributes**"), Script, Film, as well as prize information, for promotional, publicity and public relations purposes in any media, including, but not limited to, the internet and social media, without further consideration. Participation further constitutes Team member's acknowledgment that he/she releases and discharges the Released Parties (defined below) from any liability including, without limitation, claims for invasion of privacy, violation of right of publicity, defamation of character, or violation of copyright or any other intellectual property right, whether intentional or otherwise, in connection with such use. Team members further waive the right to approve copy of any such promotional, publicity, or public relations materials produced.

9. General Conditions: If for any reason, the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, undeliverable or postage-due mail, or any other causes which, in the sole opinion of the Sponsor, may corrupt or affect the administration, operation, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest, and select the winners from among the Scripts or Films received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor. The Sponsor reserves the right in its sole discretion to disqualify an individual it suspects of infringement or it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of this Contest may be in violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Release and Limitations of Liability: Except where prohibited, by participating in the Contest, each Team member agrees to release, indemnify, defend and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Regal Entertainment Group, Fullscreen, Inc., Treefort, Career Sports & Entertainment, Inc. and its contractors HelloWorld, Inc., other Contest sponsors, and their respective related companies, promotional partners, prize partners, parents, subsidiaries, affiliates, and their respective agents and agencies, and their respective officers, directors, employees and agents (the "**Released Parties**") from and against any claim or cause of action arising out of participation in the Contest, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone or wireless networks, network lines, both planned for maintenance, and unplanned; (c) printing errors; (d) errors in the administration of the Contest or the processing or judging of Scripts or Films; (e) defamation which may be caused, directly or indirectly, in whole or in part, from disparagement of the winning Script and/or Film or any person involved in their creation; (f) late, lost, or undeliverable email, mail, or shipments; (g) infringement of any third-party rights which may be caused by any Team member's Script and/or Film or Sponsor's modification or use of a Script and/or Film; or (h) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Team member's participation in the Contest. Each Team member further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest and in no event shall the Released Parties be liable for attorney's fees. Each Team member waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

11. Disputes: Each Team member agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (c) under no circumstances will Team member be permitted to obtain awards for and Team member hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Team member and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Winner List Requests: For a winner list, send an email with the subject line "Coca-Cola Regal Films Contest – Winner List Request" to CokeRegalFilms@gmail.com or visit: <http://bit.ly/2BTxV9I>. The winner list will be available after winner confirmation is complete.