MINUTE MAID® / BYU CONTEST

OFFICIAL RULES

1. HOW IT WORKS: Minute Maid® is looking for contestants to submit their most creative, clever, exciting & original ideas/concepts for promoting or selling Minute Maid® products to fellow students on the Brigham Young University (“BYU”) campus. Entrants must complete & sign a registration form (available while supplies last at BYU Dining Services) and return it to Dining Services by 5 PM on 11/15/04. Individuals or groups of up to 5 people may enter. If registering as a group, complete one registration form for the group, listing each member. All entrants/group members must meet the eligibility requirements outlined in Rule #2. Eligible entrants will present their ideas/concepts to a panel of judges on 11/30/04. Ideas/concepts may be presented as artwork (e.g. an advertisement), a song/jingle or a skit, but are not limited to these formats. The presentation/entry may be taped in advance and played at the judging or may be presented “live”. Taped presentations/entries must be in standard VHS format only and the tape must be clearly labeled with the entrant(s) name(s). The presentation/entry may be no longer than four (4) minutes. If presentation/entry is longer than 4 minutes, only the first four (4) minutes will be judged.

2. ELIGIBILITY: Contest open to residents of the 50 United States and Washington, D.C., who are 17 years of age or older as of 11/15/04 and are enrolled as full or part time students at BYU as of 11/19/04. The sponsors of the contest are The Coca-Cola Company and Brigham Young University. Employees of The Coca-Cola Company, Beverage Partners Worldwide (North America), CCDA Waters L.L.C., Coca-Cola Bottlers, any participating retailers, and any of their respective affiliates or subsidiaries, or advertising and promotion agencies or suppliers involved in this promotion and the immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible.

3. JUDGING: Registered entrants/groups are required to attend the judging event beginning 12:00 noon on 11/30/04. Each entrant/group will have four (4) minutes to present his/her original idea/concept. The presentations will be judged by a panel of judges based on the following criteria: Originality and creativity of idea/concept– 40%; Appropriateness of concept/idea to theme – 40%; Overall presentation – 20% to determine the winners and honorable mention award recipients. Entries may not include profanities and/or may not depict the Sponsors’ image unfavorably. In the event of a tie, tied entries will be rejudged by the judging panel in accordance with the above criteria.

4. APPROX. # OF PRIZES/AWARDS, DESCRIPTIONS AND APPROX. RETAIL VALUES: (1) Grand Prize – $1,500 in Delta Airlines travel vouchers. Prize to be divided evenly among all registered group members (if applicable). Vouchers are valid for travel on Delta Airlines or Delta Connection. Subject to terms and conditions printed on voucher, certain restrictions and black out dates may apply. Travel must be completed by 12/31/2005. (1) First Prize – $1,000 in Amtrak travel vouchers. Prize to be divided evenly among all registered group members (if applicable). Subject to terms and conditions printed on voucher, certain restrictions and black out dates may apply. Travel must be completed by 12/31/2005. (1) Second Prize – $250 in Maverick Gift Cards. Prize to be divided evenly among all registered group members (if applicable). (5) Honorable Mention Awards – $25 in Maverick Gift
Cards. Prize to be divided evenly among all registered group members (if applicable). Maverick Gift Cards are not redeemable for cash and expire 12/31/2005. Prizes/awards consist of only those items specifically listed as part of the prize/award.

5. GENERAL RULES: Void where prohibited by law. All federal, state and local laws and regulations apply. Winners will be notified by telephone/mail. Winner may make no substitution or transfer of prize. All federal, state and local taxes are the sole responsibility of winners. All materials submitted become the sole property of the Sponsors and will not be returned. No substitution of group members from those registered will be allowed. All potential winners/award recipients (or parent/legal guardian if potential winner/award recipient is a minor) will be required to sign an Affidavit of Eligibility/Release of Liability (“documents”) certifying the entry is the entrant’s own original work, that they hold all rights to the submission, that the submission has not been previously reproduced/published or won a previous prize or award and that they have followed the Official Rules of the contest, prior to prize award. Potential winners/award recipients will be required to return required documents and pick up their prize at Dining Services by 12/17/2004. Noncompliance may result in disqualification and an alternate may be selected. Return of any prize notification as undeliverable will result in disqualification and an alternate will be selected. By submission of entry, entrant (and his/her parent or legal guardian if entrant is deemed a minor in his/her state of residence) grants permission to the Sponsors and their agencies to use submitted entries as they see fit, including usage in advertising and promotional materials without further compensation and agrees to waive any and all rights, title and interest in the submitted material and assigns all such rights, title and interest to the Sponsors. Sponsors reserve the right to modify, adapt or reproduce the entry in full, at their discretion. Sponsors may not actually use presentation/entry. All travelers must possess required travel documents (e.g., valid photo ID) prior to departure. Sponsors reserve the right to substitute prize of equal or greater value. By entering this promotion/accepting a prize, entrant’s/winner’s parent or legal guardian consents to unrestricted right to use and publish entrant’s/winner’s name and/or likeness and entry material submitted in any manner by Sponsors for editorial, trade, advertising and other purposes and in any manner and medium, including the Internet; and to copyright the same, without further compensation, unless prohibited by law. By participating in this promotion, entrant/entrant’s parent or legal guardian agrees to be bound by the Official Rules and the decisions of the judges, which are final on all matters relating to this contest. Not responsible for late, lost, damaged, incomplete, illegible, misdirected mail/registrations. Sponsors not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the prizes.

6. Names of winners/award recipients will be posted at BYU Dining Services.