

DEW GENERAL INSTANT WIN GAME

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ONLY OPEN TO LEGAL RESIDENTS OF THE U.S. RESIDING IN ONE OF THE 50 UNITED STATES OR DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE (19 IN AL OR NE) OR OLDER AT THE TIME OF ENTRY. INSTANT WIN GAME SHALL BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT PARTICIPATE IN THIS GAME UNLESS YOU ARE ELIGIBLE. VOID WHERE PROHIBITED.

1. **GAME PERIOD:** No purchase, and no fee, payment or proof-of-purchase necessary to participate in the Dew General Instant Win Game ("Game") sponsored by Pepsi-Cola Company. The Game begins on May 22, 2017 at 12:00 p.m. Eastern Time ("ET") and ends on July 3, 2017 at 11:59:59 p.m. ET ("Game Period"). The Administrator's (defined below) computer is the official time keeping device of the Game.
2. **HOW TO PLAY THE GAME:** During the Game Period, an eligible participant can visit www.thedewgeneralstore.com ("Website") and follow the online instructions to agree to these Official Rules and play the Game. To play the Game and for a chance to win a prize, a participant must register by providing all requested information, including, but not limited to, first and last name, email address, street address (PO Boxes not accepted), city, state, ZIP code, date of birth, and phone number. A participant that is already a registered user on the Website must sign in and follow the online instructions to agree to these Official Rules and play the game. Upon following the instructions to play the game, a participant will receive one (1) game play ("Game Play").

After completing a Game Play, the participant will receive notification on the Website screen as to whether or not he/she is a potential prize winner. All potential prize winners will receive an email notification within approximately 24 to 48 hours from the time his/her Game Play is received at the email address submitted when registering. Each participant who receives a winning notification will be deemed a potential winner pending verification of the participant's eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion. (The notification e-mail will be sent by noreply@prizelogic.com. You should add noreply@prizelogic.com to your e-mail account's safe sender list to make sure the e-mail is not blocked by any e-mail filters). **A participant is not a winner of any prize, even if the Game should so indicate unless and until participant's eligibility and the potential winning Game Play have been verified as determined by Sponsor in its sole discretion. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.** If an entrant participates from his/her wireless phone, the entrant's wireless service provider may charge the entrant. Entrants should consult their wireless-service providers regarding their pricing plans. Message and data rates may apply. This Game is in no way sponsored, endorsed or administered by, or associated with Facebook.

The name of the person submitting the email address must be (a) the name of the person who registered on the Website for such email address, and (b) the name of the authorized account holder of such email address, otherwise, Game Play may be deemed void. In the event of dispute over the identity of a potential winner, Game Plays will be declared made by the authorized account holder of the email address submitted at the time of Game Play, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account

holder of the email address submitted at registration. Participants will not be allowed to change their physical addresses.

Limit one (1) Game Play per participant per day. If it is discovered or suspected that a person has registered or attempted to register using multiple phone numbers, email addresses, residential addresses, identities, IP addresses, use of proxy servers, or like methods, all of that person's Game Plays will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. **In the event that a household participated in the Game using more than five (5) unique e-mail addresses, all of the Game Plays associated with that household (determined by Sponsor and/or Administrator in their sole discretion) may be disqualified.** A "day" is defined as a twenty-four (24) hour time period beginning at 12:00 a.m. ET and ending at the following 11:59:59 p.m. ET.

3. PRIZES:

Prizes: The prize is a Dollar General® Gift Card ("Prize"). The following Dollar General Gift Card values and quantities will be available:

Gift Card Value	Quantity	Total Value
\$5 USD	1000	\$5,000 USD

The use of a Dollar General Gift Card is subject to the terms and conditions set forth thereon which shall govern the use of the Dollar General Gift Card. Use of the Dollar General Gift Card constitutes the user's acceptance of the terms and conditions so the winner should read the terms and conditions on the Dollar General Gift Card carefully. Winner must protect the Dollar General Gift Card and treat the Dollar General Gift Card as he/she would any other valuable document. The Dollar General Gift Card will not be redeemed or exchanged for cash, except where required by law. The Dollar General Gift Card will not be replaced or replenished if lost, stolen, damaged, destroyed or used without the winner's permission and will be voided if altered or defaced. Within approximately six (6) to eight (8) weeks after the Game Period, Prizes will be sent to the winners at the addresses provided during registration.

Odds of Winning a Prize: Prizes are randomly seeded and available to be won at randomly designated winning times. To be a winner, a participant's Game Play must have occurred at the exact randomly predetermined winning time or, if a Game Play does not occur at the exact randomly predetermined winning time, participant's Game Play must be the first Game Play following the predetermined winning time. The number of Prizes available to be won will decrease during the Game Period as Prizes are awarded and claimed. All winners are deemed potential winners subject to verification of eligibility and compliance with these Official Rules.

Total Approximate Retail Value OF All Prizes: \$5,000 USD.

4. ELIGIBILITY: YOU MUST BE A LEGAL U.S. RESIDENT RESIDING IN ONE OF THE 50 UNITED STATES OR THE DISTRICT OF COLUMBIA THROUGHOUT THE GAME PERIOD AND EIGHTEEN (18) YEARS OF AGE (19 in AL or NE) OR OLDER AT THE TIME OF ENTRY TO BE ELIGIBLE TO WIN. Potential winners may be required to provide proof of legal U.S. residency, including but not limited to, valid social security number or taxpayer ID number, if requested by Sponsor to determine eligibility and as a condition of Prize award. Employees of Sponsor, PepsiCo, Inc. and its bottlers, Dollar General Corporation, Prize Logic, LLC ("Administrator") and each of their respective parents, subsidiaries, divisions, affiliates, suppliers, printers, distributors, retailers and advertising, promotional and judging agencies (collectively,

“Sponsor and Promotion Parties”), and the immediate family members of each, are not eligible to participate or win. Each participant may be required to furnish proof of identification and other proof of eligibility under these Official Rules. Limit one Prize per participant/name/email address/household.

5. **GENERAL:** The Game is subject only to the laws of New York State in the United States. As a condition of participating in this Game, each participant hereby agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Game, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York City, New York having jurisdiction. Further, in any such dispute, under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (e.g. costs associated with entering), and participants further waive all rights to have damages multiplied or increased. Prizes will be awarded and/or delivered only to addresses within the United States. Unclaimed Prizes will not be awarded. Except as determined by Sponsor in its sole discretion, no substitution of Prize is offered, no transfer of Prize to a third party is permitted, and Prizes may not be redeemed for cash value (unless at the sole discretion of Sponsor). Each Prize winner will be solely responsible for all applicable federal, state and local taxes on a Prize. All other expenses on the receipt and use of the Prize not specifically mentioned herein are solely the responsibility of the winner. Any portion of a Prize not accepted by winner will be forfeited. In no event will more Prizes be awarded than are stated in these Official Rules. All Prizes will be awarded provided there are a sufficient number of eligible winners. Prizes that are unclaimed, unredeemed or returned as undeliverable may not be awarded. If, for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more Prizes are claimed than are intended to be awarded for any Prize according to these Official Rules, the intended Prizes will be awarded in a random drawing from among all verified Prize claims. All potential winning Game Plays are subject to verification by Sponsor or Administrator, whose decisions are final and binding.
6. **CONDUCT:** By playing the Game, participants agree to be bound by these Official Rules and the decisions of Sponsor/Administrator, which shall be final and binding in all respects. The Official Rules will be posted on the Website throughout the Game Period. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right at its sole discretion to disqualify any individual found to be tampering with the Game Play process or the operation of the Game or the Website; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GAME IS A VIOLATION OF CRIMINAL AND CIVIL LAWS 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.
7. **LIMITATIONS OF LIABILITY:** Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate registration information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Game; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Game; (d) inaccessibility or

unavailability of the Internet or the Website or any combination thereof; (e) any injury or damage to participants or to any other person's computer which may be related to or resulting from any attempt to participate in the Game or download of any materials in the Game. If, for any reason, the Game is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Game, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Game in whole or in part.

All participants, as a condition of participation in the Game, agree to release Sponsor and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with accessing the Website, participating in any aspect of the Game, or the receipt, ownership, or use of a Prize awarded. A winner shall bear all risk of loss or damage to their Prize after it has been delivered. Sponsor makes no representations or warranties of any kind concerning the appearance, safety or performance of any Prize. Except for residents of TN and where prohibited by law, winners grant to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known (including without limitation use online at the Website) the winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

11. **WINNERS LIST:** For the name of the Prize winners, mail your request before 8/17/17 to Dew General Instant Win Game, Winners List, PO Box 251328 West Bloomfield, MI 48325.
12. **SPONSOR:** Pepsi-Cola Company, 1111 Westchester Avenue, White Plains, NY 10604.
13. **PRIVACY.** Pepsi's use of personal information is subject to Pepsi-Cola Company's Privacy Statement, which is subject to change at any time. Located at: <http://policy.pepsi.com/privacy.htm>.

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