

**MARSH / ULTIMATE COKE ZERO NASCAR® REUNION SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE NECESSARY
PURCHASE DOES NOT INCREASE ODDS OF WINNING**

1. **ELIGIBILITY:** Open only to residents of Indiana, 18 years of age or older as of 6/24/09 that are Fresh Idea Card Holders. Fresh Idea Cards are free and can be applied for at Marsh stores or online at www.marsh.net. Employees of The Coca-Cola Company and its "Promotional Participants" (i.e., Coca-Cola Bottlers, Marsh, Indianapolis Motor Speedway® and each of their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this promotion), NASCAR, Inc. and its affiliates and each of their respective employees, shareholders, directors, officers, members and agents and their 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. Void outside Indiana, Ohio and where prohibited by law.
2. **TO ENTER:** Beginning 12:00 AM (EDT) on 6/24/09 through 11:59 PM (EDT) on 7/16/09, log on to www.marsh.net and follow the on-screen instructions to complete the on-line entry form. Limit one (1) entry per person/email address.
3. **RANDOM DRAWING:** Potential winners will be selected in a random drawing held on or about 7/17/09 from among all eligible entries received. The potential winners will be notified by email. Potential winners will have 72 hours to reply to the email to claim their prize(s). If Sponsor is unable to reach potential winners within this time frame, he/she will be disqualified and an alternate may be selected, if time permits. Decisions of judges are final. Odds of winning depend upon the number of eligible entries received. Limit one (1) prize per person/household.
4. **PRIZES & APPROXIMATE RETAIL VALUES ("ARV"):** (1) Grand Prize – twenty (20) tickets to the 2009 Allstate® 400 at the Brickyard® scheduled, to be held on 7/26/09 at Indianapolis Motor Speedway®, twenty (20) NASCAR hats autographed by Tony Stewart, a one year supply of Coke Zero (awarded in the form of 12 coupons each valid for (1) 24-pack) and a \$250 Marsh Gift Card. ARV: \$3,000 (No monetary value with autograph). Gift Card/Coupons are not exchangeable or redeemable for cash and are subject to all terms and conditions of use as established by issuer. (1) First Prize – one officially licensed NASCAR hybrid jacket autographed by Tony Stewart. ARV: \$100 (No monetary value with autograph). (10) Second Prizes – two (2) tickets to the 2009 Allstate 400 at the Brickyard scheduled to be held on 7/26/09 at Indianapolis Motor Speedway. ARV: \$50 each. For Grand and Second Prizes: Transportation/parking is not included. Sponsor is not responsible if race is postponed, or cancelled after ticketing of prize for any reason, in whole or in part. If race is delayed, postponed or cancelled for any reason, winner will not receive cash or other substitution for tickets, but tickets may be subject to standard rain check policies and procedures established by issuer. Seat location is at Sponsor's sole discretion. All standard NASCAR terms of sale apply to the tickets. Prizes consist of only the items specifically listed as the prize. Sponsor reserves the right to substitute prize of equal or greater value.
5. **GENERAL RULES:** Not responsible for lost, late, delayed, incomplete entries, entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a users ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. All materials become exclusive property of Sponsor and will not be acknowledged or returned. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. **INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY**

DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION 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 INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW. Sponsor reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by Sponsor/judging agency/administrator, in their sole discretion. In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the "authorized e-mail account holder" and any damage made to the Web site will also be the responsibility of the authorized e-mail account holder of the e-mail address submitted at the time of entry. "Authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Sponsor with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Potential Grand Prize winner must sign and return an Affidavit of Eligibility/Release of Liability Form within three (3) days of notification. Noncompliance within this time period will result in disqualification and an alternate may be selected, time permitting. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate may be selected, time permitting. Guests of Grand and Second Prize winners may be a minor (as determined by his/her state of residence) only if winner is the minor's parent/legal guardian or if minor is accompanied by his/her parent/legal guardian who will be counted as one of the winner's allotted guests. By accepting prize, winners agree to release and hold Sponsor, the Promotional Participants and their respective directors, officers, employees and assigns of each, harmless against any and all claims, damages, losses, expenses and liability of any kind arising out of the acceptance/use of prize. By accepting prize, winners agree to hold NASCAR® Inc., its affiliates and each of their respective shareholders, directors, officers, employees, members, agents and assigns harmless against any and all claims and liability arising out of use of the prize or any other participation in this promotion. Winners assume all liability for any injury or damaged caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. Winners and guests accept the inherently dangerous nature and risk in attending NASCAR® sanctioned events including personal injury and/or death, acknowledge that his/her participation in the prize event is voluntary, acknowledge that there are natural factors and occurrences which may impact on or affect the safety of the activities he/she is participating in and he/she assumes the risk of such factors and occurrences and agrees that the Sponsor, NASCAR, Inc. and its Promotional Participants, shall not be in any way responsible for any resulting injury and/or death. Grand and Second Prize winners are solely responsible for the actions of any guest who accompanies winner to race. By accepting prize, winners agree to indemnify and hold Sponsor and the Promotional Participants harmless for any and all claims, liability, damages, costs or expenses arising from the actions of winner's guests during race. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion, and the acceptance or use of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor, the Promotional Participants, and NASCAR, Inc. are not responsible for any typographical or other error in the printing, the offering or the announcement of any prizes or in the administration of the promotion. NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, Inc. NASCAR, Inc. is not a Sponsor of this promotion. Trademarks of Brickyard Trademarks, Inc. are used with permission. Indianapolis Motor Speedway, LLC, and Brickyard Trademarks, Inc. are not sponsors of this sweepstakes promotion.

6. WINNERS LIST: For names of the winners, available after 8/23/09, send a separate, self-addressed, stamped (#10) envelope to: Marsh/Ultimate Coke Zero NASCAR Reunion Sweepstakes Winners List, 10151 Carver Road, Cincinnati, OH 45242 to be received by 7/23/09.
7. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.