

**SUNDROP / 2010 "DIG N WIN" SUMMER SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID IN PUERTO RICO AND OUTSIDE OF ELIGIBLE STATES LISTED BELOW. THE SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE STATE OF TEXAS. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.

Sweepstakes: SUNDROP / 2010 DIG N WIN Summer Sweepstakes (the "**Sweepstakes**")

Title Sponsor: Royal Crown Bottling Corporation ("**Sponsor**")
1100 Independence Avenue, Evansville, IN. 47714

Administrator: Forever Communications ("**Administrator**")
1500 Diuguid Drive, Murray, KY 42071

Grand Prize: **2010 Harley Davidson Motorcycle Sportster Forty-Eight**

Eligible States: MO, IL, IN, KY, TN ("**Eligible States**")

Sweepstakes Start Date: Monday, June 28, 2010 ("**Start Date**")

Sweepstakes End Date: Saturday, September 11, 2010 ("**End Date**")

Sweepstakes Period: Start Date through End Date ("**Sweepstakes Period**")

Free Game Piece

Deadline: Friday, August 20th, 2010 ("**Request for Free Game Piece Deadline**")

Final Drawing Location: **Four Rivers Harley Davison, 3005 Old Husbands Road, Paducah, KY**

Event Date: Saturday, September 11, 2010 ("**Event Date**")

Request For Free: Sundrop Dig N Win Summer Sweepstakes, 1500 Diuguid Drive, Murray, KY 42071.

Game Piece Address: ("**Request For Free Game Piece Address**").

Winners List Address: Sundrop Dig N Win Summer Sweepstakes Winner's List, 1500 Diuguid Drive, Murray, KY 42071. ("**Winners List Address**")

ELIGIBILITY. Winner must be a legal resident of one of the Eligible States, 18 years old or older at time of participation, have a validly issued motorcycle driver's license and be able to show proof of motorcycle insurance. **WINNER MUST BE PRESENT AT THE FINAL DRAWING ON THE EVENT DATE TO BE ELIGIBLE.** Employees, officers and directors of the Sponsor, WFGS-FM, WNBS-AM, WOFC-AM and Forever Communications, Four Rivers Harley Davidson, Royal Crown Bottling Corporation and their respective parent, affiliated and subsidiary companies (collectively, the "Sweepstakes Parties"), and their promotional partners, advertising and promotional agencies, printers and suppliers of Sweepstakes and packaging materials, redemption/recycling centers, owners/operators and those responsible for making purchasing decisions relative to marketing and

promotions of retail establishments that sell Sponsor products, web masters and web and/or online promotion developers and persons engaged in the development of promotional materials, judging or administration organizations, or auditing or legal firms and members of any of the above's immediate family (parents, children, step-parents, step-children, siblings, step-siblings or spouses) or household members (whether or not related) of such employees, officers, and directors are not eligible.

HOW TO ENTER. Purchase 12 pack cans of SUNDROP during the Sweepstakes Period, and if you find the specially marked SUNDROP CAN, during the Sweepstakes Period, take the specially marked SUNDROP Cans to Final Drawing on Saturday, September 11th, 2010. **YOU MUST ATTEND THE FINAL DRAWING ON THAT DATE IN ORDER TO PARTICIPATE IN THE SWEEPSTAKES FOR THE GRAND PRIZE AS DESCRIBED BELOW.** Odds: 1:362,500.

FREE GAME PIECE: There are 2 ways to obtain a free Game Piece:

1 - On a 3" x 5" Card: hand print your actual name, mailing address (no P.O. boxes), phone number (home-required; cell and/or work – optional) and age, and submit in a #10 envelope and mail to the Free Game Piece Request Address. Machine duplicated or reproduced requests will not be accepted. All requests received will become the property of Sponsor and will not be returned. Requests must be received by Request for Free Game Piece Deadline.

2 – WFGS-FM, WNBS-AM, WOFC-AM will have Summer Stops live remotes with an SUNDROP 'Dig N Win' cooler where you will receive a chance to reach into the 'Dig N Win' cooler one time for a chance to find a Specially Marked Sundrop Can. Log onto froggy103.com, 1340wnbs.com, 1130theoffice.com, and froggylandsports.com for Summer Stop remote dates and locations. Secondary prizes may be awarded via live remote broadcast registration.

Odds depend upon the number of requests for free Game Pieces and the number of attendees at the radio remotes. Limit of **10** Free Game Pieces per person. Use the free Game Piece to attend the Game on the Game Date in order to participate in the Sweepstakes for the Grand Prize as described below.

SWEEPSTAKES: In order to be eligible to win the **2010 Harley Davison Motorcycle Sportster Forty-Eight**, recipients must attend the final giveaway on September 11th, 2010, at **Four Rivers Harley Davison, 3005 Old Husbands Road, Paducah, KY**. As they enter the event they must surrender their specially marked Sundrop Summer Sweepstakes can / cans or their qualifying Game Piece for a numbered raffle ticket. A maximum of ten cans / qualifying game pieces are allowed. A random drawing will occur during the picnic for **103** grand prize finalists to take part in a final non-skilled event / drawing to decide the **2010 Harley Davidson Motorcycle Sportster Forty-Eight** winner. Full Grand Prize Giveaway Day rules will be available to all on the giveaway day. Odds of winning the Grand Prize depend upon the number of people who attend the event using the Sweepstakes cans or the free Game Piece on the event date.

GRAND PRIZE: (Grand prize Value: \$14,999 ("**Grand Prize**") color may vary depending upon availability. ERV \$14,999 ALL PRIZES WILL BE AWARDED. Prize is nontransferable. No substitution of prize is permitted. ALL APPLICABLE TAXES, INCLUDING SALES TAX, TITLE AND LICENSE, ARE THE RESPONSIBILITY OF INDIVIDUAL WINNERS. Winners also responsible for any other costs over and above negotiated cost of vehicle. Should a prize become unavailable, the Sponsor reserves the right to substitute a prize of like value. Must be 18 and have a validly issued driver's license to enter. Winners will be required to execute an affidavit of eligibility and release and show proof of motorcycle license when receiving

the Grand Prize. Winners will be responsible for any and all costs associated with travel to redeem prize.

CONDITIONS OF PARTICIPATION: By participating in the Sweepstakes you accept and agree to these rules and the decisions of Sponsor's and its independent judges, which shall be final and legally binding. No transfer of prizes permitted. Prize recipients are responsible for all applicable federal, state and local taxes on all prizes. By entering this Sweepstakes, you hereby release, Royal Crown Bottling Corporation, Forever Communications, Four Rivers Harley Davidson, Dr Pepper/Seven Up, Inc., and each of their respective parents, affiliates, and subsidiary companies, advertising and promotions agencies and other individuals engaged in the development, production, distribution of Sweepstakes materials and administration of the Sweepstakes, and all of their respective employees, officers, shareholders, directors and agents (collectively, "Sweepstakes Parties") from (i) any and all liability, loss, harm, damage, cost or expense, including all reasonable counsel fees and court costs incurred, property damage, personal injury and/or death; (ii) anything related to the production, promotion, or execution of this Sweepstakes (or your participation therein), including preemption, cancellation, or rescheduling of the Game; (iii) that which may occur in connection with acceptance and/or use of the prize or while participating in or traveling to any Sweepstakes-related activity. Acceptance of prize constitutes permission for Sponsor and its designees to use winner's name and/or likeness for purposes of advertising and trade in any medium, without further compensation, unless prohibited by law. Entrants are disqualified at any time for failure to comply with the terms of these rules or the Sponsor's instructions. Sponsor may, in its sole discretion, disqualify anyone tampering with the entry process or the operation of the Sweepstakes or any electronic systems related to the Sweepstakes, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. If, for any reason, the Sweepstakes is not capable of running as planned due to any reasons which Sponsor, in its sole opinion, deems could or do affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes.

LIMITATIONS OF LIABILITY: The Sweepstakes Parties and each of their agencies and partners are not responsible for lost, late, incomplete, stolen, misdirected, or illegible, mail, shipping or email (whether to or from them); or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/website/use net accessibility, availability, or traffic congestion, or any technical error, or unauthorized human intervention, or the incorrect or inaccurate capture of code entry or other information, or the failure to capture any such information. The Sweepstakes Parties and each of their agencies and partners are not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the websites related to the Sweepstakes. Sponsor reserves the right, at its sole discretion, to disqualify any individual found, at its sole discretion, to be tampering with the operation of the Sweepstakes or any website related to the Sweepstakes, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. The Sweepstakes Parties and each of their agencies and partners are not responsible for injury, death or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of any website related to the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned by reason of, but not limited to, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which Sponsor, in its sole opinion deems could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes,

Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. IN NO EVENT WILL THE SWEEPSTAKES PARTIES, THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR ADVERTISING OR SWEEPSTAKES AGENCIES OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, CLAIMS, ACTIONS, DAMAGES, LOSSES OR LIABILITY OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES RESULTING FROM OR ARISING FROM YOUR PARTICIPATION IN THE SWEEPSTAKES, ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF THE PRIZE THAT MAY BE AWARDED, OR YOUR ACCESS TO AND USE OF THE WFGS-FM, WNBS-AM, WOFC-AM SITES (THE "WEB SITES") OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEB SITES. WITHOUT LIMITING THE FOREGOING, ALL PRIZES AND EVERYTHING ON THE WEB SITES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS. CAUTION: ANY ATTEMPT BY A USER OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEB SITES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

CANCELLATION/MODIFICATION: Sponsor may, in its sole discretion, cancel, terminate, modify or suspend the Promotion or modify the Official Rules if the Promotion is not capable of running as Sponsor planned for any reason (including, but not limited to, due to tampering, unauthorized intervention, computer virus, fraud, technical or human error or any other causes which Sponsor, in its sole opinion, deems could corrupt or affect the administration, security, fairness, integrity or intended conduct of this Promotion or amendment and/or adoption of new or existing laws and/or regulations regarding the administration, operation or any other aspect of the Promotion in any jurisdiction).

SWEEPSTAKES ADMINISTRATION: The Administrator is the administrator of the Sweepstakes and is responsible for the administration and execution of the Sweepstakes. Sponsors are not responsible for the collection, submission or processing of entries, conduct or the overall administration of the Sweepstakes. Entrants should look solely to Administrator at its above address with any questions, comments or problems related to the Sweepstakes.

WINNERS LIST: For winners list, mail a self-addressed, stamped envelope to the Winner's List Address above. Request must be received by Friday October 8th, 2010.

SPONSOR: Royal Crown Bottling Corporation, 1100 Independence Avenue, Evansville, IN. 47714

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