

Flavors For Cash Promotion – Full Terms & Conditions

Valid while supplies last

Program: Dr Pepper Flavors For Cash Promotion

Sponsor: Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75023

Administrator: TPG Rewards, Inc. 29 Broadway, 14 Floor, New York, NY 10006

1. Eligibility: The Program is open to legal residents of the United States and the District of Columbia, who are 18 or older (“**Participant**”). Persons in any of the following categories are NOT eligible: Employees, agents, successors, and assignees of Sponsor or Administrator, its advertising agencies and promotional companies involved in this Program, as well as family and household members of same, shall be ineligible to participate in the Program. All eligibility is subject to all federal, state and local laws and regulations.

2. Timing: The Program starts May 1, 2019 12:00:01 AM Eastern Time (“ET”), and ends on August 31, 2019 11:59:59 PM ET (“**Program Period**”), or until 300,000 Rewards issued (“**Program Limit**”) has been reached. (see section 4 herein for further details). Text “FLAVORS” to 88222 to check availability before you buy. The final date you can text in the keyword “FLAVORS” to 88222 is August 31, 2019 11:59:59 PM ET, or until the Program Limit is reached, whichever comes first. The final date to upload images on the site is August 31, 2019 11:59:59 PM Pacific Time (“PT”), (“**Image Upload Deadline**”).

3. Qualifying Products: Any two (2) eligible 20oz bottles of 7UP, Canada Dry Ginger Ale, A&W Root Beer, Sunkist Orange Soda, Squirt, RC Cola or Sun Drop (Regular or Diet) or Big Red (Regular). Regional and special varieties included are 7UP Cherry, Canada Dry Lemonade, A&W Cream Soda, Sunkist Grape, Sunkist Strawberry, Sunkist Strawberry Lemonade, Squirt Ruby red, RC Cola Cherry, and Sun Drop Cherry Not all brands or flavors available in all markets. Mixing and matching of Qualifying Products is permitted. Purchases of any other bottle, can or pack size are not valid for this Program.

4. How to Participate: (1) Buy any two Qualifying Products; (2) text keyword “FLAVORS” to 88222, and you will receive a text message reply back containing a unique website URL, provided that the Program Limit has not been reached. In the event that the Program Limit has been reached, you will not receive a unique website URL and instead, will be notified that the Program Limit has been reached in the reply back from 88222. Your unique website URL will expire within 48 hours from issuance (“**Link Expiration**”). (3) All submissions of barcode photos from Qualifying Products must be received prior to the Link Expiration and the Image Upload Deadline to be eligible. You must have the necessary equipment and high-speed Internet access in order to participate. Photo must be a .jpg, taken from a mobile phone, no larger than 5mb in size and clearly show the barcode in its entirety on the label for both Qualifying Products. Eligible barcodes from two Qualifying Products received will earn one (1) \$1.00 PayPal credit (“**Reward**”). If the photo submission is rejected, you will receive a reply explaining why and in some cases provided a new unique link to re-submit within two hours. Only one photo submission can be processed per person/phone number/email address at a time. Message and data rates may apply. **Available while supplies last.** Program is only available until August 31, 2019 or until Program Limit is reached, whichever comes first. If you have not used your unique website URL prior to Link Expiration it will not count towards overall Program Limit. If you wish to participate after reaching your Link Expiration,

you may text keyword "FLAVORS" to 88222 on a future day within the Program Period to receive a new unique website URL, provided that the limit has not been reached. Receipt of a unique website URL does not guarantee a reward; it must be followed by participating in accordance with all Program requirements including but not limited to the individual limit of four (4) Rewards per person/phone number/email address.

5. Reward Program: You will receive one (1) Reward for each successful submission of two (2) images, each clearly showing the barcode in its entirety on the label for each of the Qualifying Products in accordance with the programs terms and conditions. Participants must have a PayPal account in good standing, or sign up for one, and such account will be subject to PayPal's terms and conditions. Sponsor and Administrator are not responsible for late, delayed, or undelivered Rewards. Sponsor and Administrator are not responsible for any computer related malfunction that prevents you from accessing or receiving your Reward. Limit one (1) text message submission per person/phone number per day throughout the Program. Limit four (4) Rewards per person/phone number/email address throughout the Program. Participants must use the same combination of mobile phone number and email address for all submissions and rewards throughout the program.

All Rewards are subject to verification. A Reward will be void and no redemption will be permitted if it (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the Administrator; (iv) contains printing or other errors; (v) is illegible or unreadable; (vi) has been previously entered or used; or (vii) is incorrectly or incompletely entered or submitted.

6. Text Messaging (SMS) Terms and Restrictions: Message and Data Rates may apply to each message sent or received. By texting "FLAVORS" to 88222, you consent to receive one-time automated text message replies to the number you provided, from Administrator. You understand that consent is not required to make a purchase. The text message you send is your electronic signature agreeing to these Terms & Conditions and to giving electronic written consent to receive automated text messages from Administrator and/or Sponsor. The text messaging method of Program is designed to work with most of the U.S. major wireless carriers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate, and the mobile phone that is used must be capable of sending and receiving text messages. Check with your carrier for details. Participants should check their phone's features to see if they have that capability. Wireless service providers may charge Participants for each text message, including any error message that is sent and received in connection with the Program, based on the applicable wireless service pricing plan. Participants should consult their wireless service provider's pricing plan for details. Participant is responsible for all applicable fees and taxes associated with participating in this Program. Sponsor and Administrator in its sole discretion may add or delete a cellular carrier at any time, without notice. Proof of text messaging is not considered proof of delivery to or receipt by Administrator of such Program. You may text "STOP" to 88222 at any time to exit the text message portion of the Program, or text "HELP" to 88222 for help.

7. Consent: You are responsible for any damage/loss due to use of a Reward. Administrator is not responsible for any malfunction or inconvenience that may occur. Sponsor and Administrator not responsible for late, lost, stolen, damaged, garbled, incomplete, misaddressed, or misdirected entries, mail or communications, for errors, omissions, interruptions, deletions, defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of Program materials, loss or otherwise. Further, Sponsor and Administrator are not responsible for electronic communications that are

undeliverable as a result of any form of active or passive filtering of any kind or insufficient space in a participant's email account to receive email messages. The use of automated software or computer programs to participate in the Program is prohibited and any individual who uses or attempts to use, or who Sponsor or Administrator suspect of using, such methods to redeem will be voided. Sponsor and Administrator reserve the right to restrict registrations, for any reason, from any IP address and/or telephone numbers and/or email addresses. Sponsor and Administrator disclaims any liability for damage to any computer system or mobile device resulting from participation in, or accessing or downloading information in connection with, this Program, and reserves the right, at its sole discretion, to modify, cancel, terminate, or suspend this Program should any virus, bug, technical failure, unauthorized human intervention or other cause beyond Sponsor's or Administrator's control corrupt or affect the administration, security, fairness, integrity or proper conduct of this Program. Sponsor reserves the right, at its sole discretion, to disqualify any participant from this Program or any other promotion conducted now or in the future by Sponsor or any of its affiliates if Sponsor and/or Administrator determine that he/she has tampered with the Program process, attempted to circumvent the terms of these Terms & Conditions or his/her fraud or misconduct has affected the integrity or fair conduct of this Program. Sponsor and Administrator reserve the right to correct clerical or typographical errors in promotional materials. By participating in this Program, each participant accepts the conditions stated in these Terms & Conditions, agrees to be bound by the decisions of Administrator and Sponsor and warrants that he/she is eligible to participate in this Program. Each participant also agrees to release, discharge, indemnify and hold harmless Sponsor, its bottlers or distributors, Administrator and their respective parent, subsidiaries, affiliates, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees and agents, suppliers, website developers, judging organizations, auditing or legal firms and other parties engaged in the promotion, administration or execution of the Promotion, and all of their employees, officers, directors and agents (collectively, "**Released Parties**") from any and all liability, loss or damages arising from or in connection with participation in this Program or out of the acceptance, use, misuse or possession of any product or service obtained through this Program.

CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROGRAM IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. Barcode photos not showing the label and/or obtained through unauthorized means or illegitimate channels or produced mechanically will be void. Only qualifying barcode photos are eligible for Reward. For example only, and not an all-inclusive list, a barcode photo will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the Administrator; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; or (vii) is incorrectly or incompletely entered or submitted. Barcode photos cannot be sold, traded, auctioned or bartered; all of which will be void. All requests become the property of Released Parties and will not be returned. Program is void where taxed, prohibited, or restricted by law.

8. Disputes: Except where prohibited, each Participant (or parent or legal guardian if participant is a Minor) agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with the Offer or any Reward shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Texas; (2) any and all claims, judgments and awards shall

be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Offer, but in no event attorneys' fees; and (3) to the extent allowed by law, no Participant will be permitted to obtain awards for, and Participant (or parent or legal guardian if participant is a Minor) hereby waives all rights to claim, indirect, 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Terms & Conditions, or the rights and obligations of the Participants and Sponsor in connection with the Offer, shall be governed by, and construed in accordance with, the laws of the State of Texas without giving effect to any choice of law or conflicts of law rules (whether of Texas or any other jurisdiction), which would cause the application of laws of any jurisdiction other than Texas.

9. Privacy Policy: Any personally identifiable information collected from you during participation in the Program will be collected by Sponsor, Administrator or its agents, and used by Sponsor and its respective affiliated companies and agents for administration and fulfillment of this Program as described in these Terms and Conditions, and in accordance with Sponsor's Privacy Policy as stated at <https://www.keurigdrpepper.com/en/privacy-policy>.

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