COCA-COLA®/2008 UNIVERSAL ORLANDO® RESORT SUMMER SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. HOW TO ENTER: Beginning 12:01 a.m. Eastern Time ("ET") on 5/1/08 through 11:59 p.m. ET on 7/31/08**,** access the online sweepstakes entry page, at www.universalorlando.com/cokesimpsons. Complete the online entry form by providing your complete name, address (no P.O. Boxes), city, state, zip code, date of birth (mm/dd/yyyy), plus daytime and evening telephone numbers to be automatically entered. Online entries must be received by 11:59 PM ET on 7/31/08. Limit one entry per person, per email address, per day.

2. RANDOM DRAWING: Winners will be selected in a random drawing on or about 8/8/08 from among all eligible entries received. Decisions of judges are final. Winners will be notified by phone/mail. Limit one prize per family/household. Odds of winning will depend upon the number of eligible entries received.

3. PRIZE & FAIR MARKET VALUE (FMV): **Four (4) Grand Prizes.** Each Grand Prize consists of: A 4-day/3-night trip for four (4) to Universal Orlando® Resort in Orlando, FL, including round trip coach airfare for four (4) from major airport nearest winner's residence to Orlando International Airport, hotel accommodations (one room, quad occupancy) at an on-site hotel selected by Universal (room and tax only), non-exclusive ground transfers to/from the airport in Orlando, four (4) 3 Day/2 Park Tickets to Universal Studios and Universal's Islands of Adventure, a non-exclusive 1-Day/2-Park VIP tour for four (4), and Breakfast with The Simpsons™. FAIR MARKET VALUE: $3,999. Dates and accommodations are subject to availability, and certain restrictions and blackout dates may apply. Trip must be completed before 8/8/09 or winner forfeits the package. Travel arrangements must be made a minimum of sixty (60) days prior to travel. Hotel stay, theme park, and show/event ticket dates may not be changed after scheduling, acceptance, and confirmation by Universal. **All elements of the Grand Prize package must be used, redeemed, fulfilled, booked and confirmed at the same time. No changes or exceptions will be permitted.** All travel-related expenses not set forth herein, including meals, gratuities, and incidental hotel expenses are the sole responsibility of Grand Prize winner. Prize consists of only the items specifically listed as part of the prize. Winner and guest must travel on the same itinerary and must depart from the same city. <u>If Grand Prize winner or any guests are under the age of 18, that individual must travel with a parent or legal guardian, who is at least 21 years of age or older, in order to check in to on-site hotel</u>. Grand Prize is nontransferable and has no cash value. Sponsor is not responsible for cancellations or weather conditions due to circumstances beyond Sponsor's control, inability of winner or guest to take Grand Prize vacation or related benefits in accordance with applicable rules and restrictions, and/or any other difficulties occurring during or in connection with the prize trip or related activities. All unused portions of this prize package will remain the property of Universal Orlando® Resort and will not be redeemed for the FMV of such portion of the prize package.

4. GENERAL RULES: Open only to legal residents of the states of CT, DE, MA, MD, ME, NC, NH, NJ, NY, PA, RI, VA, VT, WV, and DC, who are 18 years of age or older as of 5/1/08. Employees of The Coca-Cola Company and its "Promotional Participants" (i.e. Coca-Cola Bottlers, Universal Orlando Resort and each of their respective parent, subsidiary, related, and affiliated entities, advertising and promotion agencies, and suppliers involved in this promotion) 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 where prohibited by law. Not responsible for lost, late, damaged, delayed, incomplete, illegible, mutilated or misdirected entries, postage due mail, entries not received by the entry deadline or for electronic, network or computer failures or malfunctions, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in this promotion, or other hardware, software or technical errors of any kind including any injury or damage to any person's computer related to or resulting from participating in or experiencing any material in connection with the promotion. Sponsor assumes no responsibility for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's Internet service provider and/or e-mail client or insufficient space in user's e-mail account to receive e-mail. Sponsor reserves the right to cancel or modify the online entry portion of the sweepstakes if fraud, misconduct or technical failures destroy the integrity of the sweepstakes 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. If the online entry portion is so cancelled, a random drawing will be conducted from among all eligible online entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize/offer, entry made by Internet 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. Entrant may be requested to provide Sponsor with proof that the entrant 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. Any use of robotic, automatic, programmed or the like methods of participation will void all submissions by such methods. 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. 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. All materials submitted become the property of the Sponsor and will not be returned. Potential Grand Prize winner must sign and return an Affidavit of Eligibility/Release of Liability/Publicity Release Form within 10 days of attempted notification, releasing Sponsor and Promotional Participants. Noncompliance within this time period may result in disqualification and an alternate winner will be selected, time permitting. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate will be selected, time permitting. Grand Prize winner's guests (or parent/legal guardian if guest is deemed a minor in his/her state of residence) must execute a Release of Liability/Publicity Release Form prior to awarding of prize. If a minor (as determined by his/her state of residence) is selected as a guest, the Grand Prize winner must be his/her parent/legal guardian or minor must be accompanied by his/her parent/legal guardian, who will be counted as one of the three guests. All travelers must possess required travel documents (e.g. valid photo I.D.) prior to departure. Sponsor reserves the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the Sponsor and its Promotional Participants to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold harmless Sponsor, its Promotional Participants, and their respective directors, officers, employees and assigns, against any and all claims, damages, losses, expenses and liability arising out of the acceptance, redemption, or use of prize/prize travel. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes or the acceptance or use of any prize/prize travel. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor and its Promotional Participants are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the Sweepstakes.

5. For the name of the winner, available after 9/8/08, send a separate, self-addressed, stamped (#10) envelope to:
Coca-Cola®/2008 Universal Orlando® Resort Summer Sweepstakes
Dept. N
P.O. Box 72924
Rockford, MN 55572 to be received by 8/8/08.

   NO PURCHASE OR E-MAIL OPT-IN IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR E-MAIL OPT-IN WILL NOT IMPROVE YOUR CHANCES OF WINNING.

6. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

7. PROMOTIONAL PARTICIPANT: Universal City Development Partners, Ltd., d/b/a Universal Orlando® Resort