

**PEPSI FIRE GET IT WHILE IT'S HOT SWEEPSTAKES ("SWEEPSTAKES")
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

SWEEPSTAKES OPEN ONLY TO LEGAL U.S. RESIDENTS OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 13 YEARS OF AGE OR OLDER AT TIME OF PARTICIPATION. SWEEPSTAKES SHALL BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT ENTER THIS SWEEPSTAKES UNLESS YOU ARE ELIGIBLE. VOID WHERE PROHIBITED.

1. SWEEPSTAKES PERIOD: Sweepstakes begins July 17, 2017 at 12:00:00 a.m. Eastern Time ("ET") and ends August 12, 2017 at 11:59:59 p.m. ET (the "Sweepstakes Period"). Daily entry periods apply; see Schedule in Section 4. The Website (defined below) clock will be the official timekeeper for this Sweepstakes.

2. HOW TO PARTICIPATE: During the Sweepstakes Period, there are two (2) ways to enter the Sweepstakes:

- (a)** Snap the Snapcode found on specially-marked 20-oz. bottles and 12 packs of Pepsi, Diet Pepsi, Zero Sugar Pepsi, Wild Cherry Pepsi and Pepsi Fire to unlock a filter, lens or game. Next, follow the instructions on www.PepsiFireSweepstakes.com (the "Website") to complete and submit an entry into the random drawing corresponding to the Day (defined below) in which your entry was received.
- (b) To enter without participating via Snapchat:** Visit the Website (listed above) and follow the instructions to complete and submit an entry into the random drawing corresponding to the Day (defined below) in which your entry was received.

Limit one (1) entry per person/email address/household per day, regardless of entry method.

A day is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. ET and ending at the following 11:59:59 p.m. ET (each a "Day").

The name of the person submitting the entry must be the name of the authorized account holder of the email address associated with the registration, otherwise, entry(ies) may be deemed void. In the event of a dispute over the identity of a potential winner who entered via the Website, entry(ies) will be declared made by the authorized account holder of the email address associated with the registration used at the time of submitting an entry, and the potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email address. It is solely the responsibility of the entrant to notify the Sponsor (defined below), in writing, if the entrant changes his or her email address during the Sweepstakes Period.

Proof of submitting an entry does not constitute proof of delivery or entry. All entries become the property of Sponsor and will not be returned to entrant. Every entry submission must be manually keystroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related email or IP addresses may be blocked. Additionally, use of multiple email addresses, phone numbers and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than one (1) entry per Day is prohibited and such persons will be disqualified and any prize(s) won shall be forfeited.

3. ELIGIBILITY: Sweepstakes open only to legal U.S. residents of the United States and the District of Columbia, who are 13 years of age or older at the time of entry. Winners may be required to show proof of residency. Employees of Pepsi-Cola Company ("Sponsor") and its bottlers, PepsiCo, Inc.,

Pepsi Beverages Company, Nintendo, SnapChat, and each of their respective parents, subsidiaries, divisions, affiliates, distributors, suppliers, retailers, dealers and advertising, promotional or judging agencies (collectively, "Sponsor and Promotion Parties"), and immediate family members of such employees and persons living in the same household as such employees are not eligible to win.

4. **DRAWINGS:** Five (5) winners will be selected for each Day of the Sweepstakes Period in a random drawing from eligible entries received for a given Day to be held on or about each business day following the applicable Day (each a "Daily Drawing"). See Schedule below for the list of corresponding prizes per Day. Entries will not carry forward to subsequent Daily Drawings. All drawings will be conducted by an independent judging agency, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning are solely dependent upon the total number of eligible entries received for a given Daily Drawing. Entries submitted during the Sweepstakes Period are only eligible for this Sweepstakes and do not remain eligible for any subsequent sweepstakes. Limit one (1) prize per person/household.

DAILY DRAWING - PRIZE SCHEDULE ("SCHEDULE")

Daily Drawing	Day	Daily Prizes / Quantity	Total No. of Prizes per Day
1	07/17/17	Nintendo Switch Prize Pack 2 (Qty: 2) Nintendo Switch Prize Pack 3 (Qty: 3)	5
2	07/18/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
3	07/19/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
4	07/20/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
5	07/21/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
6	07/22/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
7	07/23/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
8	07/24/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
9	07/25/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
10	07/26/17	Nintendo Switch Prize Pack 2 (Qty: 2) Nintendo Switch Prize Pack 3 (Qty: 3)	5
11	07/27/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
12	07/28/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
13	07/29/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
14	07/30/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
15	07/31/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
16	08/01/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
17	08/02/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
18	08/03/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
19	08/04/17	Nintendo Switch Prize Pack 2 (Qty: 2) Nintendo Switch Prize Pack 3 (Qty: 3)	5
20	08/05/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
21	08/06/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
22	08/07/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5

23	08/08/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
24	08/09/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
25	08/10/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
26	08/11/17	Nintendo Switch Prize Pack 3 (Qty: 5)	5
27	08/12/17	Nintendo Switch Prize Pack 2 (Qty: 2) Nintendo Switch Prize Pack 3 (Qty: 3)	5

5. **PRIZES:** See Schedule above for the prize breakout per Day.

Nintendo Switch Prize Pack 2 (8 total): Each winner will receive one (1) Nintendo Switch Gaming Console; one (1) The Legend of Zelda™ Game; and one (1) Nintendo Switch Pro Controller. ARV: \$385.00 each.

Nintendo Switch Prize Pack 3 (127 total): Each winner will receive one (1) Nintendo Switch Gaming Console; one (1) Mario Kart Game; and one (1) Nintendo Switch Pro Controller. ARV: \$385.00 each.

If a winner is unwilling or unable to accept a prize as stated, prize will be forfeited in its entirety. Any difference between the stated approximate retail value and actual value of a prize will not be awarded. Total ARV of prizes per Day: \$1,925.00.

6. **GENERAL:** This Sweepstakes is governed by the laws of the United States and of the State of New York, without respect to conflict of law doctrines. As a condition of participating in this Sweepstakes, you agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in 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 participants' actual out-of-pocket expenses (e.g. costs associated with participating), and participants further waive all rights to have damages multiplied or increased. No substitution of prize is offered, no transfer of prize to a third party is permitted, and any non-cash prize may not be redeemed for cash value. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. Sponsor reserves the right to substitute a prize of equal or greater value in the event any portion of the prize becomes unavailable. Unclaimed prizes will not be awarded. Mail received without a verifiable and legible return address may not be accepted at Sponsor's sole discretion. Void wherever prohibited or restricted by law. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on prize. Prize winners will receive an IRS Form 1099 for the prize retail value, if applicable. No groups, clubs or organizations may reproduce or distribute any portion of these Official Rules to its members. All entrants, as a condition of entry, agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding.

7. **WINNER NOTIFICATION:** Any prize won by a minor, may be awarded to his/her parent or legal guardian. Winners may be required to sign and return an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release within seven (7) days of attempted winner notification as indicated by the date on the Affidavit. Failure to return required documents, if any, within the specified number of days may result in prize forfeiture. Sponsor and Promotion Parties are not responsible for suspended or discontinued wireless, land line or online service or change in mailing address which may result in a potential winner not receiving initial prize notification or prize. If a prize is returned as undeliverable, prize will be forfeited and Sponsor shall have no further liability to award that prize. Any portion of a prize not accepted by a winner will be forfeited. Upon forfeiture for any reason as stated within these Official Rules, no compensation will be given. Prizes will be shipped within 6-8 weeks of winner verification. Prizes will only be shipped to potential winners residing within the United States or D.C.

8. LIMITATIONS OF LIABILITY: Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate entry 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 Sweepstakes; (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 Sweepstakes; (d) inaccessibility or unavailability of the Internet or Website or any combination thereof; or (e) any injury or damage to participants or to any other person's computer or other device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes. If, for any reason, the Sweepstakes 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 Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In the event of any such cancellation, termination or suspension, a notice will be posted at the Website and a random drawing may be held from among all eligible, non-suspect entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any participant (and all of his/her entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliates if he/she tampers with the entry process or if his/her fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct errors in promotional materials.

9. RELEASE OF LIABILITY: All participants by entering this Sweepstakes, and winners by acceptance of a prize, agree to release the Sponsor and Promotion Parties, from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership, use or misuse of the prize or any typographical or other error in these Official Rules or in the announcement or offering of any prize. Sponsor makes no representation or warranty of any kind concerning the appearance, performance or safety of any prize. Winner bears all risk of loss or damage to prize after it has been delivered. Except in Tennessee and where prohibited by law, winners must consent to the use of their name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Sponsor.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE WEBSITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor's use of your personal information is subject to the privacy policy located at <http://policy.pepsi.com/privacy.htm>.

10. WINNER'S LIST: For a list of winners, send a self-addressed, stamped envelope by September 12, 2017 to: Pepsi Fire Get It While It's Hot Sweepstakes Winner's List, 10 South 5th Street-7th Floor, Dept. 890-7029, Minneapolis, MN 55402.

11. SPONSOR: Pepsi-Cola Company, 1111 Westchester Avenue, White Plains, New York 10704.

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Questions? 1-877-533-4543.