

**DENNY'S/COCA-COLA® RACING PROGRAM  
OFFICIAL RULES**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

- 1. HOW IT WORKS:** Beginning 9/12/2006 through 11/19/2006, when you visit a participating Denny's restaurant in the United States and in Ontario, Canada and purchase a meal and any Coca-Cola® beverage, you may receive an official game card, while supplies last (limit one game card per person per day). With the side of a coin, gently rub the scratch-off area on the official game card to reveal a message. If you reveal the Grand Prize winning message: **"Fasten your seatbelts. You are the Grand Prize Winner of the VIP Race Weekend and Ride-Along for two at the race in Atlanta!"** or one of the First Prize winning messages: **"Pack your bags. You just won a VIP Racing trip for two to Charlotte!"** or **"Pack your bags. You just won a VIP Racing trip for two to Daytona Beach!"** or **"Pack your bags. You just won a VIP Racing trip for two to Las Vegas!"** or **"Pack your bags. You just won a VIP Racing trip for two to Atlanta!"** you are eligible to claim the prize specified (subject to verification). Or, if your game card reveals one of the Second Prize winning messages: **"Take a victory lap. You just won a Coca-Cola® Beverage on your next visit."** or **"A Sweet Finish! You just won a free dessert on your next visit."** or **"Rev Up Your Engine. You've won a free appetizer from the Denny's Appetizer Menu on your next visit."** you are eligible to claim the prize specified (subject to verification). To claim prize, see Rule #2. For a free chance to play, see Rule #3. If your game card reveals the message **"Sorry. No Checkered Flag This Time. Try Again."** or any message other than the winning messages stated above or is blank, you are not eligible to claim a prize.
- 2. TO CLAIM THE GRAND OR A FIRST PRIZE.** After you have made a photocopy of your game card for your records, mail entire official game card, along with your name, street address (no P.O. Boxes), city, state, zip code, date of birth and telephone number, hand-printed on a 3" x 5" paper, to: Denny's/Coca-Cola Racing Program Claim, P.O. Box 554, Rockford, MN 55572 **VIA REGISTERED MAIL ONLY**. Verified winners will be notified by phone/mail. Grand and First Prize claims must be received by **12/11/2006**.

**TO CLAIM A SECOND PRIZE. Redeem your entire game card in person, on your next visit, to a participating Denny's restaurant by 12/31/2006.** Game card cannot be combined with any other discount/offer. Limit one prize claim per person, per visit. Game card may not be exchanged for cash, sold, transferred or reproduced and must be relinquished at time of redemption. NOTE: winner responsible for any applicable taxes. **DO NOT MAIL FOOD OR BEVERAGE PRIZE CLAIMS.**

NOTE: Canadian prize winners will be contacted by the judging organization and must correctly answer a mathematical skill testing question without mechanical or other assistance of any kind within a time limit to receive a prize.

- 3. NO PURCHASE NECESSARY:** For a free chance to play, send a self-addressed, stamped business-size (#10) envelope, via first-class mail to: Denny's/Coca-Cola Racing Program Scratch Card Requests, P.O. Box 72635, Dept. E, Rockford, MN 55572. Limit ONE request per outer stamped envelope, per day. Requests must be received by mail by 11/27/2006. Residents of VT need not affix return postage. Odds of winning are the same as stated in Rule #6.
- 4. VERIFICATION:** All claims/redemptions are subject to verification. Decisions of the judges are final. All materials submitted become the sole property of Sponsor and will not be returned. Any game card that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical, mechanical or other errors, was not obtained legitimately or was distributed where prohibited by law, is null and void. Only game cards obtained via Rule #1 and Rule #3 shall be deemed to have been obtained legitimately. In the event of a printing, production or other error or irregular game card, neither The Coca Cola Company, Beverage Partners Worldwide (North America), CCDA Waters LLC, Coca Cola Bottlers, Denny's, Inc., nor their respective agents and agencies shall have any liability. If, due to a printing, production or other error, more winning game cards are distributed, or more prizes are claimed than are intended to be awarded for any prize level per Rule #5, the intended prizes will be awarded in a random drawing from among all verified prize claims received for that prize level. In no event will Sponsor be obligated to award more than the stated number of prizes. Game cards may not be transferred or sold. Not responsible for late, lost, damaged, delayed, incomplete, illegible, mutilated, postage due, misdirected mail or mail not received by the deadline set forth in Rule #2 or Rule #3.
- 5. APPROX. NUMBER OF AVAILABLE PRIZES, APPROX. RETAIL VALUES & APPROX. ODDS OF WINNING A PRIZE INSTANTLY (ODDS ARE BASED ON ALL AVAILABLE GAME CARDS BEING DISTRIBUTED. UNCLAIMED SECOND PRIZES WILL NOT BE AWARDED.): (1) Grand Prize** – A 5-day/4-night trip for two (2) to the Coca-Cola Racing Ride Along/Bass Pro Shops MBNA 500 for a VIP Weekend in Atlanta, GA. Trip includes: round-trip coach air transportation for two (2) people from the major airport nearest winner's home to Atlanta, GA; four (4) nights Sponsor-specified hotel accommodations (standard room, double occupancy); transportation to/from hotel/track on 10/27/07 and 10/28/07 only; ride-along for the Grand Prize winner around the Atlanta Motor Speedway with a member of the Coca-Cola Racing Team of Drivers on 10/25/2007; ride-along for the Grand Prize winner's guest around the Atlanta Motor Speedway with a Richard Petty Driving Experience driver; meet and greet with the members of the Coca-Cola Racing Team of Drivers; two (2) invitations to the 2007 Coca-Cola Racing Reunion Dinner on 10/26/2007 (with appearances from members of the Coca-Cola Racing Team of Drivers); two (2) race tickets to the Saturday Craftsman Truck Series on 10/27/2007; two (2) race tickets to the Sunday Bass Pro Shops MBNA 500 on 10/28/2007; two (2) passes for track-side Hospitality and Race Day Show with driver appearances on 10/28/2007; breakfast daily; Sponsor-specified Coca-Cola Racing Souvenirs; and \$1,000.00 spending money. Winner must depart on 10/25/2007 and return on 10/29/2007. ARV: \$9,000.00. Odds 1:49,194,500 **(4) First Prizes – One (1) 4-day/3-night trip for two (2) to the Coca-Cola 600 for a VIP Weekend in Charlotte, NC.** Trip includes: round-trip coach air transportation for two (2) people from the major airport nearest winner's home to Charlotte, NC; three (3) nights Sponsor-specified hotel accommodations (standard room, double occupancy); transportation to/from hotel/track; two (2) race tickets to the Busch and Nextel Cup on 5/26/2007 and 5/27/2007, two (2) VIP tickets to the Coca-Cola hospitality tent on 5/27/2007, an escorted pre-race pit tour on 5/27/2007 for two (2); two (2) amenity bags with Sponsor-specified Coca-Cola NASCAR souvenirs; and a 2007 Coca-Cola 600 Souvenir Program. Winner must depart on 5/25/2007 and return on 5/28/2007. ARV: \$5,500.00. Odds 1:49,194,500. **OR One (1) A 4-day/3-night trip for two (2) to the Daytona 500 for a VIP Weekend in Daytona Beach, FL.** Trip includes: round-trip coach air transportation for two (2) people from the major airport nearest winner's home to Daytona Beach, FL; three (3) nights Sponsor-specified hotel accommodations (standard room, double occupancy); \$300.00 spending money, awarded in the form of a check; two (2) race tickets to the Busch and Nextel race in the front stretch grandstand in the Kech Tower; two (2) VIP tickets to the Coca-Cola hospitality tent on 2/18/2007, an escorted pre-race pit and garage tour on 2/18/2007 for two (2); two (2) souvenir items Coca-Cola NASCAR items; and a Daytona 500 Souvenir Program. Winner must depart on 2/16/2007 and return on 2/19/2007. ARV: \$5,500.00. Odds 1:49,194,500. **OR One (1) A 4-day/3-night trip for two (2) to the UAW-DaimlerChrysler 400 for a VIP Weekend in Las Vegas, NV.** Trip includes: round-trip coach air transportation for two (2) people from the major airport nearest winner's home to Las Vegas, NV; three (3) nights Sponsor-specified hotel accommodations (standard room, double occupancy); \$300.00 spending money, awarded in the form of a check; two (2) Grandstand race tickets to the Busch and Nextel race; two (2) VIP tickets to the Coca-Cola hospitality tent on 3/11/2007, an escorted pre-race pit and garage tour for two (2); two (2) souvenir Coca-Cola NASCAR items; and a Souvenir Program. Winner must depart on 3/9/2007 and return on 3/12/2007. ARV: \$4,860.00. Odds 1:49,194,500 **OR One (1) A 4-day/3-night trip for two (2) to the Coca-Cola Racing Reunion/Bass Pro Shops MBNA 500 for a VIP Weekend in Atlanta, GA.** Trip includes: round-trip coach air transportation for two (2) people from the major airport nearest winner's home to Atlanta, GA; three (3) nights Sponsor-specified hotel accommodations (standard room, double occupancy); transportation to/from hotel/track on 10/27/07 and 10/28/07 only; two (2) invitations to the 2007 Coca-Cola Racing Reunion Dinner on 10/26/2007 (with appearances from members of the Coca-Cola Racing Team of Drivers); two (2) race tickets to the Saturday Craftsman Truck Series on 10/27/2007; two (2) race tickets to the Sunday Bass Pro Shops MBNA 500 on 10/28/2007; two (2) passes for track-side Hospitality and Race Day Show with driver appearances on 10/28/2007; breakfast daily; Sponsor-specified Coca-Cola Racing Souvenirs; and \$300.00 spending money. Winner must depart on 10/26/2007 and return on 10/29/2007. ARV: \$4,800.00. Odds 1:49,194,500. **Designated First Prize trip will be specified on official game card.** Accommodations are subject to availability and certain restrictions may apply. All travel-related expenses not set forth herein, including meals, gratuities and incidental hotel expenses are the sole responsibility of Grand and First Prize winners. **Winners must attend races on the dates specified by Sponsor, which are subject to change.** If the races are delayed, postponed or cancelled for any reason, winner will not receive tickets as part of prize, but tickets may be subject to standard rain-check policies and procedures established by issuer. Seat location at Sponsor's sole discretion. Must be 25 years of age or older and provide a major credit card for car rental for First Prizes (if applicable). **(9,838,900) Second Prizes – One (1) FREE Coca-Cola® fountain beverage at any participating Denny's restaurant. Expires 12/31/2006. ARV: \$1.50 each; or One (1) FREE dessert at any participating Denny's restaurant. Expires 12/31/2006. ARV: \$2.32 each; or One (1) FREE appetizer at any participating Denny's restaurant. Expires 12/31/2006. ARV: \$4.98 each.** Odds of winning a Second Prize are 1:5. Prizes consist of only the items specifically listed as part of the prize.

- 6. GENERAL RULES:** Game cards available until 11/19/2006 or while supplies last. Game open to residents of the 50 United States and the District of Columbia ("DC"), and residents of the province of Ontario, Canada, who are 13 years of age or older as of 9/12/2006 (must be 25 years of age or older for car rental portion of First Prizes (if applicable)). Employees of The Coca-Cola Company and its "Promotional Participants" (i.e. Beverage Partners Worldwide (North America), CCDA Waters L.L.C., Coca-Cola Bottlers, Denny's, Inc., and each of their respective affiliates, subsidiaries, franchisees, advertising and promotion agencies and suppliers involved in this promotion) and the 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. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state, provincial and local taxes are the sole responsibility of winner. All federal, state, provincial and local laws and regulations apply. If the Grand or First Prize winner is deemed a minor in his/her state/province of residence, prize will be awarded in the name of a parent or legal guardian who must accompany minor on trip and sign all necessary releases on his/her behalf. Potential Grand and First Prize winners must sign and return an Affidavit of Eligibility and Release of Liability/Publicity Release Form within 10 days of notification. Noncompliance within this time period may result in disqualification. Return of any prize/prize notification as undeliverable may result in disqualification. Grand and First Prize winner's guest must execute a Release of Liability/Publicity Release prior to prize award. If a minor is selected as a guest, winner must be his or her parent/legal guardian and must sign all necessary releases on his/her behalf. Winner and guest must travel on the same itinerary and must possess required travel documents (i.e. photo i.d., valid passport, etc.) prior to departure. Travel must be completed on the dates specified by Sponsor, which are subject to change. 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, winners (or winner's parent/legal guardian, if winner is deemed a minor in his/her state/province of residence) agree to release and hold harmless Sponsor, its Promotional Participants, and their respective directors, officers, employees, franchisees and assigns, against any and all claims, damages, losses, expenses and liability arising out of acceptance or use of prize. Entrants (or entrant's parent/legal guardian, if entrant is deemed a minor in his/her state/province of residence) assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Promotion or the acceptance or use of any prize. By participating in this Promotion, entrants (or entrant's parent/legal guardian, if entrant is deemed a minor in his/her state/province of residence) 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 Promotion.
- 7.** For names of Grand and First Prize winners, available after 1/11/2007, send a separate, self-addressed, stamped (#10) envelope to: Denny's/Coca-Cola Racing Program Winners, P.O. Box 72206, Dept. M, Rockford, MN 55572, to be received by 11/27/2006.
- 8. SPONSOR:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

**SCRATCH OFF MESSAGES:**

**Fasten your seatbelts. You are the Grand Prize Winner of the VIP Race Weekend and Ride-Along for two at the race in Atlanta!**  
(subject to verification)  
See reverse for claim instructions.

**Pack your bags. You just won a VIP Racing trip for two to Charlotte!**  
(subject to verification)  
See reverse for claim instructions.

**Pack your bags. You just won a VIP Racing trip for two to Daytona Beach!**  
(subject to verification)  
See reverse for claim instructions.

**Pack your bags. You just won a VIP Racing trip for two to Las Vegas!**  
(subject to verification)  
See reverse for claim instructions.

**Pack your bags. You just won a VIP Racing trip for two to Atlanta!**  
(subject to verification)  
See reverse for claim instructions.

**Take a victory lap. You just won a Coca-Cola® Beverage on your next visit.**  
(subject to verification)  
Expires 12/31/06. Limit one prize redemption per person, per visit. Cannot be combined with any other discount/offer.

**A Sweet Finish! You just won a free dessert on your next visit.**  
(subject to verification)  
Expires 12/31/06. Limit one prize redemption per person, per visit. Cannot be combined with any other discount/offer.

**Rev Up Your Engine. You've won a free appetizer from the Denny's Appetizer Menu on your next visit.**  
(subject to verification)  
Expires 12/31/06. Limit one prize redemption per person, per visit. Cannot be combined with any other discount/offer.

**Sorry. No Checkered Flag This Time. Try Again.**  
For details, see Official Rules at participating restaurants.

**Abbreviated Rules:**

No purchase necessary. A purchase will not improve your chances of winning. Game begins 9/12/06 and game cards available with purchase of Denny's meal and Coca-Cola® beverage, while supplies last. Requests for a free game card must be received by mail by 11/27/2006. Open to residents of 50 U.S. and DC, and Ontario, Canada, who are 13 years of age or older as of 9/12/2006. Void where prohibited by law. See rules posted at participating Denny's restaurants. Sponsored by: The Coca-Cola Company.

**Abbreviated Rules (for back of scratch card):**

No purchase necessary. A purchase will not improve your chances of winning. Game begins 9/12/2006 and game cards available with purchase of Denny's meal and Coca-Cola® beverage, while supplies last. Open to residents of 50 U.S. and DC, and Ontario, Canada, who are 13 years of age or older as of 9/12/2006 (must be 25 years of age or older for car rental portion of First Prizes, if applicable). Void where prohibited by law. For a free chance to play, send a self-addressed, stamped business-size #10 envelope, via first-class mail to: Denny's/Coca-Cola Racing Program Scratch Card Requests, P.O. Box 72635, Dept. E, Rockford, MN 55572 to be received by mail by 11/27/2006. Residents of VT need not affix return postage. **Prizes/Approx. Retail Values/Odds: (1) Grand Prize:** A 5-day/4-night trip for two (2) to the Coca-Cola Racing Ride-Along/Bass Pro Shops MBNA 500 for a VIP Weekend in Atlanta, GA. ARV: \$9,000.00. Odds 1:49,194,500. **(4) First Prizes: One (1) 4-day/3-night trip for two (2) to the Coca-Cola 600 for a VIP Weekend in Charlotte, NC.** ARV: \$5,500.00. Odds 1:49,194,500. **OR One (1) 4-day/3-night trip for two (2) to the Daytona 500 for a VIP Weekend in Daytona Beach, FL.** ARV: \$5,500.00. Odds 1:49,194,500. **OR One (1) 4-day/3-night trip for two (2) to the UAW-DaimlerChrysler 400 for a VIP Weekend in Las Vegas, NV.** ARV: \$4,860.00. Odds 1:49,194,500. **OR One (1) 4-day/3-night trip for two (2) to the Coca-Cola Racing Reunion/Bass Pro Shops MBNA 500 for a VIP Weekend in Atlanta, GA.** ARV: \$4,800.00. Odds 1:49,194,500. **Designated First Prize trip will be specified on official game card. (9,838,900) Second Prizes – One (1) FREE Coca-Cola® fountain beverage at any participating Denny's restaurant. Expires 12/31/2006. ARV: \$1.50 each; Or One (1) FREE dessert at any participating Denny's restaurant. Expires 12/31/2006. ARV: \$2.32 each; Or One (1) FREE appetizer at any participating Denny's restaurant. Expires 12/31/2006. ARV: \$4.98 each.** Odds of winning a Second Prize are 1:5. **To claim the Grand or a 1st Prize:** Photocopy game card for your records and mail entire official game card, along with your name, street address (no P.O. Boxes), city, state, zip code, date of birth and telephone number, hand-printed on a 3" x 5" paper, to: Denny's/Coca-Cola Racing Program Claim, P.O. Box 554, Rockford, MN 55572 **VIA REGISTERED MAIL ONLY**. Verified winners will be notified by phone/mail. Grand and First Prize claims must be received by **12/11/2006**. **To claim a 2nd Prize:** Redeem your entire game card in person on your next visit to a participating Denny's restaurant by **12/31/2006**. Game card cannot be combined with any other discount/offer. Limit one game card per person, per day. For details, see Official Rules posted at participating Denny's restaurants. Sponsored by: The Coca-Cola Company.

©2006 DFO, LLC. Printed in the U.S.A. At participating restaurants for a limited time only. ©2006 The Coca-Cola Company. "Coca-Cola," the Contour Bottle design, the Red Disk Icon with Checkered Board Bottle, The Coca-Cola Racing Family and the Dynamic Ribbon are trademarks of The Coca-Cola Company. All rights reserved.

**Abbreviated Rules (for tv and radio):**

**NO PURCHASE NECESSARY.** Game begins 9/12/06 and ends 11/19/06 or while supplies last. Open to residents of the 50 U.S. and DC and Ontario, Canada, 13 years of age or older as of 9/12/06. Void where prohibited by law. See Official Rules at participating restaurants. Sponsored by: The Coca-Cola Company.