

OFFICIAL RULES

OFFICIAL RULES OF JAMBOREE IN THE HILLS OFFICIAL PHOTOGRAPHER SWEEPSTAKES.

NO PURCHASE IS NECESSARY. VOID WHERE PROHIBITED. MAKING A PURCHASE WILL NOT IMPROVE ENTRANT'S ODDS OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF THE STATES OF OHIO, PENNSYLVANIA AND WEST VIRGINIA WHO ARE AT LEAST EIGHTEEN (18) YEARS OF AGE AT THE TIME OF ENTRY. ENTRY IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. Sweepstakes Name: THE JAMBOREE IN THE HILLS OFFICIAL PHOTOGRAPHER SWEEPSTAKES ("Sweepstakes").

SPONSORS and ADMINISTRATOR: The Sponsors of the Sweepstakes are The Pepsi Bottling Group, Riesbeck's Food Markets Inc., Cox Television Group d/b/a WTOV9 Television and Clear Channel Radio d/b/a WOVK Radio (Individually, each a "Sponsor" and collectively "Sponsors"). The Administrator of Sweepstakes is Odeon, L.L.C. ("Administrator"). Administrator will conduct the Sweepstakes substantially as described in these Official Rules. By participating in the Sweepstakes each Entrant agrees as follows:

ENTRY PERIOD: The Sweepstakes begins at 12:01 AM on the 15TH day of June, 2009 and ends at 11:59 PM on the 2nd day of July, 2009.

METHOD OF ENTRY: Enter the Sweepstakes by completing an entry form which is available at Pepsi/Jamboree in the Hills retail displays at participating Riesbeck locations in the States of Ohio and West Virginia or print your name, age, address and daytime phone number and age on a 3x5 plain paper; submit the entry form or 3x5 inch paper at a participating Riesbeck location or mail it to Odeon, L.L.C., 44 North Main Street, Chagrin Falls, Ohio, 44022, attention Jamboree in the Hills. Entrants who provide the required information will be entered to win. No third party entry or entry through sweepstakes service permitted. All entries become the property of the Sponsors Administrator and none will be acknowledged or returned.

ELIGIBILITY: The Sweepstakes is open only to natural persons who are legal residents of the States of Ohio, Pennsylvania and West Virginia and who are Eighteen (18) years of age or older at the time of entry. Sweepstakes may only be entered from and in eligible jurisdictions. Employees and agents of Sponsors and Administrator, each of their respective parents or subsidiaries and each of their respective affiliates, divisions, distributors, bottlers, suppliers, subsidiaries, successors, assigns and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Sweepstakes and the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. By entering the Sweepstakes, Entrants agree to comply with and be bound by these Official Rules and the decisions of the judges which are final and binding in all respects. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

GENERAL CONDITIONS: The Sweepstakes is void where prohibited by law and is governed by the laws of the State of Ohio. The submission of an entry is solely the responsibility of the Entrant. Only eligible entries actually received by 11:59 PM July 2, 2009, during the specified Sweepstakes entry period, will be included in the Prize drawing. Illegible, unintelligible, incomplete or garbled entries will be disqualified. Neither Sponsors nor Administrator are responsible for destroyed, delayed, lost, late, incomplete, mutilated, damaged, stolen, misdirected, illegible entries or postage due mail or other entries not received by deadline for whatever reason. Entry materials/data that have been tampered with or altered are void. ANY PERSON ATTEMPTING TO DEFRAUD ADMINISTRATOR OR IN ANY WAY TAMPER WITH, DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES WILL BE DISQUALIFIED AND MAY BE SUBJECT TO CIVIL AND/OR CRIMINAL PROSECUTION.

LIMITATION OF LIABILITY & RELEASE: By participating in the Sweepstakes, Entrants agree to indemnify and hold harmless Sponsors, Administrator and each of their respective parents, affiliates, subsidiaries, successors, assigns, agents, divisions, distributors, bottlers, suppliers, representatives, officers, directors, shareholders, and employees ("Releasees") from and against any and all injuries, losses, damages, claims, and actions of any kind arising from or relating to participation in the Sweepstakes, or acceptance, possession, use, misuse, or nonuse of the Prize that may be awarded, including, without limitation, actual, direct, indirect, consequential, punitive, special, or other damages. Releasees are not responsible for printing or typographical errors in any Sweepstakes-related materials; for stolen, lost, late, misdirected, damaged, incomplete, illegible entries; or for transactions that are lost, misdirected, fail to enter into the processing system, or are processed, reported, or transmitted late or incorrectly, or are lost for any reason, including, without limitation, computer, telephone, paper transfer, or human error; or for electronic, computer, or telephonic malfunction or error. If, in the Administrator's opinion, there is any

Jamboree in the Hills Official Photographer Sweepstakes, Odeon, L.L.C., 44 North Main Street, Chagrin Falls, Ohio, 44022.

suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if a computer virus, bug, unauthorized intervention, fraud, technical difficulties, or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, Administrator reserves the right in its sole discretion to disqualify any individual who tampers with the entry process and to void any entries submitted fraudulently; to modify or suspend the Sweepstakes; or to terminate the Sweepstakes and conduct a random drawing to award the Prize using all non-suspect entries received as of the termination date. If the Sweepstakes is cancelled, modified, suspended or terminated, notice will be posted on the website.

SELECTION OF WINNERS: Administrator will select the Winners on or about July 3, 2009, in a random drawing from among all eligible entries received. The drawing will be conducted by the Administrator, whose decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects. Administrator reserves the right to disqualify any Entrant or Winner and may refuse to award any Prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the Sweepstakes, or obtained Winner status using fraudulent means.

Odds of winning a Prize depends on the number of eligible entries received. Potential Winners will be notified by telephone or e-mail and must meet all eligibility requirements. Return of a Prize or Prize notification as undeliverable, or inability of Administrator to contact a potential Winner by telephone or e-mail within seventy-two (72) hours of selection, may result in disqualification of such potential Winner, and an alternate Winner may be selected by random drawing at Administrator's discretion. In the event the Winner declines a Prize or fails to return any completed documents and releases as required, Administrator may elect, at its discretion, to select an alternate Winner by random drawing.

PUBLICITY, PRIVACY & PRIZE NOTIFICATION: Except where prohibited by law or regulation, by submitting an entry, Entrant grants the Administrator a perpetual, worldwide, royalty-free license to use his/her name, character, photograph, voice, and likeness in connection with the promotion of this and other Sweepstakes, and entrants waive any and all claims and/or rights to receive any royalties or other compensation for the Administrator's use thereof, unless prohibited by law. Entrants agree that Sponsors and the Administrator may disclose to third parties all personal information obtained from entrants and use such information for marketing and other purposes. Winners may be required to complete, sign, notarize and return an affidavit of eligibility/liability release and a publicity release, which must be returned, properly executed, within seven (7) days of issuance of Prize notification. If these documents are not returned properly executed, or are returned to Administrator as undeliverable, or if any given Prize Winner does not otherwise comply with the Official Rules, the Prize will be forfeited and awarded to an alternate Winner.

PRIZE: The following Prizes will be awarded: One (1) Grand Prize: One (1) pair of four (4) day passes to the Jamboree in the Hills Music Event (two tickets valued at \$160 each) ("Event") scheduled to be held at 43510 National Road, Morristown, Ohio, 43759 on July 16, through July 19, 2009; one (1) digital camera (approximate value \$120); opportunity to be a Jamboree in the Hills official photographer for the official jamboree in the hills website, while chaperoned and monitored by Administrator, photograph certain front of house and backstage elements of the Event; participate in meet and greets with Event Performers; and be a guest on WTOV9. Approximate Retail Value of the Grand Prize is: \$440. Six (6) Runners- Up Prizes: One (1) pair of day passes to the Event for Saturday, July 18, 2009 per Runner-Up Prize Winner. Approximate retail value of each Runner-Up (two tickets valued at \$160 each) Prize is valued at \$320.

There will be only one (1) Grand Prize Winner. A lost or stolen Prize will not be replaced. Prize does not include any other item or expense not specifically described in these Official Rules, and all additional expenses, if any, are the sole responsibility of Winner. The Prizes may not be transferred or assigned except to a surviving spouse living in the same household. Only the listed Prizes will be awarded and no substitutions or cash equivalents or redemption will be made, except that Administrator reserves the right to award a Prize of equal or greater financial value if an advertised Prize (or any component thereof) becomes unavailable. The Prizes cannot be used in conjunction with any other promotion or offer. The Winner agrees to accept the Prizes "as is", and Entrants hereby acknowledge that Administrator has neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prizes.

Any valuation of the Prizes stated above is based on available information provided to Administrator and the value of the Prizes awarded to the Winner may be reported for tax purposes as required by law. The Winner is solely responsible for reporting and paying any and all applicable taxes. The Winner must provide Administrator with a valid taxpayer identification number or social security number before any

Prizes will be awarded. The Prizes are not transferable, redeemable for cash or exchangeable for any other Prizes.

OFFICIAL RULES: A copy of these Official Rules is available until August 18, 2009. For a copy of the Official Rules, mail a self-addressed stamped envelope by first class mail to Official Rules, Jamboree in the Hills Official Photographer Sweepstakes, Odeon, L.L.C., 44 North Main Street, Chagrin Falls, Ohio, 44022. Entrants are hereby authorized to copy these official rules on the condition that it will be for their personal use and not for any commercial purpose whatsoever. In order to obtain a copy of these Official Rules, send a self-addressed, stamped envelope, where permitted by law, to Jamboree in the Hills Official Photographer Sweepstakes, Odeon, L.L.C., 44 North Main Street, Chagrin Falls, Ohio, 44022.

WINNER'S LIST: A Winner's list is available only within sixty (60) days after the close of the Sweepstakes. Mail request to Sweepstakes Winner, Jamboree in the Hills, Odeon, L.L.C., 44 North Main Street, Chagrin Falls, Ohio, 44022. In order to obtain a Winner's list, where permitted by law, send a self-addressed, stamped envelope.

MISCELLANEOUS: The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or Administrator, or the inclusion of a product or service as a Prize, does not imply any association with or endorsement by such individual, group or Administrator or the manufacturer or distributor of such product or service and, except as otherwise indicated no association or endorsement is intended or should be inferred.

The Sweepstakes and all accompanying materials are Copyright © 2009 Jamboree in the Hills Official Photographer Sweepstakes. PEPSI, PEPSI COLAS and the Pepsi Globe design are registered trademarks of PepsiCo, Inc.