

Dr Pepper Pick Your Pepper Program Terms and Conditions

1. Eligibility

Dr Pepper Pick Your Pepper Program ("Program") begins Thursday, June 15, 2017 at 12:00:00AM Eastern Time ("ET") and ends on Tuesday, August 15, 2017 at 11:59:59PM ET, whichever is earlier ("Reward Period"). Participation in the Program is only open to legal residents of the fifty (50) United States and the District of Columbia, who are 18 years of age or older. **Limit of up to ten (10) Rewards (as detailed below) per person.**

2. Reward Program

Participants may participate in the Program by purchasing at least three (3) eligible Dr Pepper products (listed in the Appendix below) from any retailer during the Reward Period ("Qualifying Purchase"). Participants who make a Qualifying Purchase and submit three (3) different photos of the purchased Dr Pepper products, will receive one (1) branded T-Shirt ("Reward"). Approximate Retail Value ("ARV") of each Reward is \$23.

3. How to Participate

Make a Qualifying Purchase and submit one (1) photo of each of the three (3) purchased Dr Pepper products(s) ("Product Photos"). All submissions of Product Photos must be received by Tuesday, August 15, 2017 at 11:59:59PM ET to be eligible. Product Photos must clearly show the product in its entirety. Participants should keep their product packaging until verification is complete. Dr Pepper Snapple Group, Inc reserves the right to require a participant to provide original product packaging for verification purposes upon request. Participants can submit their Product Photos by texting the keyword "**DR PEPPER**" to **811811**. Participant will first receive a text message with opt-out instructions and disclosure for receipt of up to eight (8) automated text messages to the number provided, along with instructions for Product Photo submission. Limit of 160 characters per text.

4. Redemption

Participants must submit valid Product Photos via the method above to receive a Reward. Rewards are subject to provider's full terms and conditions. Upon receipt and verification of the Qualifying Purchase, participants will be sent redemption instructions via text to the phone number used during submission. All receipts received during Reward Period will be reviewed and validated within forty-eight (48) hours. Rewards will be fulfilled immediately upon verification via a URL (the "Redemption URL") and a unique code for redemption. Participant will need to access the Redemption URL they receive and enter their unique code to redeem one (1) T-Shirt. At the Redemption URL participants will be required to provide at least their complete mailing address for fulfillment of their Reward. The unique code will only be valid until September 15, 2017 at 11:59:59PM ET. Allow four (4) to six (6) weeks for delivery of rewards to the mailing address supplied during redemption. Sponsor is not responsible for late, lost, stolen, damaged, delayed, or undelivered Rewards. *Sponsor is not responsible for any computer related malfunction that prevents the recipient from accessing entry or receiving their Reward.* **Limit of up to ten (10) Rewards per person.**

5. TEXT MESSAGING (SMS) TERMS AND RESTRICTIONS:

Standard message and data rates may apply. By texting "**DR PEPPER**" to 811811, you consent to receive up to eight (8) promotional text messages (pertaining only to this Program) via an automatic telephone dialing system to the number you provided from Snipp on behalf of Sponsor. Your consent to the above is not required to make a purchase. You may text HELP to 811811 at any time for help, or text STOP to opt-out. **Carrier specific charges for text**

messages may apply, including error messages, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement. SMS may not be available for all service providers or for all handsets. Cellular phone carrier's instructions for text messaging may be different. Check your phone capabilities and service provider for specific instructions. Sponsor makes no guarantee that any particular wireless service provider will be compatible with this Program. Participant is responsible for all applicable fees and taxes associated with Program participation. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.

6. Your Consent

The Participant is responsible for any damage/loss due to use of a Reward. Dr Pepper Snapple Group, Inc is not responsible for any malfunction or inconvenience that may occur. Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts cannot be sold, traded, auctioned, or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations 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. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. You cannot substitute, transfer, or redeem Rewards for cash. By participating in the Program, you agree (i) to release, discharge, indemnify and hold harmless the Dr Pepper Snapple Group, Inc, Snipp Interactive, and their respective parent, subsidiaries, affiliates, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, "Released Parties") from any liability or damages which may arise out of participation in the Program or out of the acceptance, use, misuse or possession of any product or service attained through this Program. All applicable federal, state and local laws and regulations apply. Released Parties are not responsible for late, lost, incomplete, illegible, delayed, inaccurate, garbled, undelivered, misdirected requests, email, texts, or mail, or other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical, computer, network, human, mechanical, electronic or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Program or in any Program-related materials. Persons found tampering with or abusing any aspect of this Program, who are acting in a disruptive or unsportsmanlike manner or who are otherwise not in compliance with these terms, as solely determined by Released Parties will not be eligible. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Program.

7. Privacy Policy

Any personally identifiable information collected from Participant during participation in the Program will be collected by Program Sponsor or its agents, and used by Program 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 Program Sponsor's Privacy Policy as stated at <https://www.drpeppersnapplegroup.com/privacy>.

8. Sponsor

Dr Pepper Snapple Group, Inc, 5301 Legacy Drive, Plano, TX 75024

Appendix

Eligible Dr Pepper Products:

Description	UPC	Pack
12112 OZ DR PEPPER CANS	78000082166	(2x6)
12112 OZ DR PEPPER DIET CANS	78000083163	(2x6)
12112 OZ DR PEPPER CHERRY CANS	78000098167	(2x6)
12112 OZ DR PEPPER CHERRY DIET CANS	78000099164	(2x6)
12112 OZ DR PEPPER CAN	78000082067	(3x4)
12112 OZ DR PEPPER DIET CAN	78000083064	(3x4)
8/12 OZ DR PEPPER PET BTL	78000082746	(CPPRBRD/SHRINK)
8/12 OZ DR PEPPER DIET PET BTL	78000083743	(CPPRBRD/SHRINK)
1/20 OZ DR PEPPER PET BTL	78000082401	1 BTL
1/20 OZ DR PEPPER DIET PET BTL	78000083408	1 BTL
1/20 OZ DR PEPPER CHERRY PET BTL	78000098402	1 BTL
1/20 OZ DR PEPPER CHERRY DIET PET BTL	78000099409	1 BTL