

## **Frequently Asked Questions for Members**

### **SCHOOL REGISTRATION**

**Q: How does My Coke Rewards for Schools work?**

A: Authorized account managers from accredited public and private schools can register their school at [www.mycokerewards.com/schools](http://www.mycokerewards.com/schools). Schools collect points through donations from My Coke Rewards members within the school community. Authorized account managers then redeem points for items exclusive to the My Coke Rewards for Schools program that are designed to fill the gap in needed school resources.

**Q: What schools are eligible to participate in MCR for Schools? What about schools that don't serve Coca-Cola products?**

A: Any accredited public or private school (grades K–12) in the U.S. can join the program and earn points, including schools that currently serve competitive products. Home schools, prison schools, and some other non-standard schools are not eligible for participation.

**Q: When can schools register for the program? Is there a cut-off date to participate?**

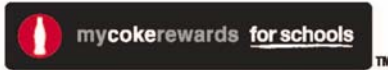
A: Schools can register for the program beginning June 11, 2008 and can join at any point during the school year. However, the earlier a school registers, the more points it will be able to collect before the end of the school year.

**Q: Can anyone register a school for My Coke Rewards for Schools?**

A: No. While anyone can go to [www.mycokerewards.com](http://www.mycokerewards.com) to register for the My Coke Rewards Program, only an authorized representative of the school such as a Principal, Faculty member or PTA/PTO president should initiate the registration process. Once this has been done, the school principal will receive a letter containing information on how to authorize and complete the registration process.

**Q: My school is not registered for My Coke Rewards for Schools. How can I share information about the program and help them get registered?**

A: Members can go to [www.mycokerewards.com/schools](http://www.mycokerewards.com/schools) and click on the link "Where can I find communication tools for schools and members." Here you will find electronic tools such as an email template and digital brochure which you can send to your local school Principal or PTA/PTO president to educate them about the program and encourage your school to register.



## DONATING POINTS

**Q: What are some of the rewards a school can earn?**

A: My Coke Rewards for Schools offers a unique catalog of rewards that were selected exclusively for schools, including playground equipment, sports gear, art supplies, classroom tools and many other resources that will help students learn and excel. Browse the full catalog of rewards at [www.mycokerewards.com/schools](http://www.mycokerewards.com/schools).

**Q: Do I have to be a My Coke Rewards member to donate points? How do I get signed up?**

A: Yes, you must be a My Coke Rewards member to donate points to a school. It's easy to get signed up. Just go to [www.mycokerewards.com](http://www.mycokerewards.com) and click on "register now."

**Q: How do My Coke Rewards members donate points to a school?**

Members must log in at [www.mycokerewards.com/schools](http://www.mycokerewards.com/schools) and enter any codes they might have. After codes have been entered, members can search for a school. If members do not have new codes to enter and already have points in their account, they can skip this step and just search for their school.

If the school has completed the registration process for the program, members will be able to click on a "Donate Points" button to complete the donation process. Members can donate any amount of points they would like as long as they have that number of points in their My Coke Rewards account. If a school has not yet completed the registration process, members will not be able to donate points.

Members can add up to 5 schools to their "My Favorites" list so they do not have to search for the school for future donations.

## GENERAL QUESTIONS

**Q: What brands participate in the My Coke Rewards for Schools Program?**

A: Any My Coke Rewards points earned from codes found on participating brand packages can be donated to a school. My Coke Rewards participating brands include Coca-Cola, Diet Coke, Coca-Cola Zero, Sprite, Dasani, POWERade, Minute Maid, VAULT, Pibb Extra, Fanta, Fresca and Barq's. Points earned through bonuses can also be donated to schools.