



Coca Cola Fridge Pack Giveaway
Rules & Regulations

- Valid for all gaming areas, excluding live Poker and live Keno
 - Effective dates for promotion: March 1 -31, 2010
1. Beginning Monday, March 1, 2010, B Connected cardholders with a valid email address will be eligible to participate in the Coca Cola Fridge Pack Giveaway. The participants will be notified via email broadcast. B Connected Cardholders who did not receive the email broadcast can also be eligible by providing a valid email address (new or update/confirm current email) with the B Connected Club during hours of operation. Sam's Town Tunica B Connected members will begin earning points at 12:01 a.m. March 1, 2010, Bonus or TG points for the Coca Cola Fridge Pack Giveaway promotion. The earning period will continue until midnight on Wednesday, March 31, 2010 or while supplies last.
 2. Current B Connected Cardholders will earn one (1) fridge pack of Coca Cola product (Coke, Diet Coke, or Sprite) when they earn 2000 bonus points or 2000 Table Game points (base points only).
 3. New B Connected Members will earn (1) fridge pack of Coca Cola product when they earn **1000** bonus points or TG points (base points only). The customer cannot be an active cardholder with any Boyd Gaming property (must be a first time member).
 4. If a B Connected cardholder wants to participate in the promotion but did not receive the email notification, they can participate by providing their email address to the B Connected club either before or after they earn 2000 bonus points or 2000 Table Game points (base points only).
 5. B Connected Cardholders can receive one (1) fridge pack of Coca Cola product per day. Limit 2 per week during the promotion.
 6. Qualifying B Connected cardholders must redeem and pick up their Fridge Pack at the B Connected Club during operating hours.
 7. All winners are responsible for all applicable local, state and federal taxes.
 8. Cardholder must be 21 years of age or older and a customer in good standing with Sam's Town Tunica in order to participate.
 9. Valid only at Sam's Town Tunica, Robinsonville, MS. Employees of Sam's Town Hotel & Gambling Hall are not eligible to participate in promotions.
 10. Boyd may disqualify any person for any prize based upon fraud, dishonesty, violation of promotional rules or other misconduct whether or not related to this promotion.
 11. Participation in this promotion is the participants' agreement with and acceptance of the rules for this promotion.
 12. The Mississippi Gaming Commission reserves the right to investigate any and all complaints and disputes regarding tournaments, promotions and drawings. Such disputes and complaints will be resolved in accordance with the Mississippi Gaming Control Act and the Mississippi Gaming Commission Regulations.
 13. Management reserves the right to cancel, change or modify the tournament, promotion or drawing with prior notification to the Mississippi Gaming Commission, but must do so at least three (3) days prior to the commencement of the activity.