

**HERSHEY'S/ REESE'S LOVERS SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. SWEEPSTAKES ENTRY PERIOD BEGINS AT 12:00:01 PM ET ON MAY 1, 2019 AND ENDS AT 11:59:59 PM ET ON JULY 2, 2019 (THE "SWEEPSTAKES ENTRY PERIOD") AND CONSISTS OF NINE (9) ENTRY PERIODS (EACH AN "ENTRY PERIOD") AS OUTLINED IN THE CHART BELOW. SWEEPSTAKES ONLY OPEN TO LEGAL RESIDENTS OF THE UNITED STATES RESIDING IN THE 50 UNITED STATES AND DISTRICT OF COLUMBIA, WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

Entry Period	Start Date and Time	End Date at 11:59:59 PM ET	Approximate Draw Date
1	May 1, 2019 at 12:00:01 PM ET	May 7, 2019	May 8, 2019
2	May 8, 2019 at 12:00:01 AM ET	May 14, 2019	May 15, 2019
3	May 15, 2019 at 12:00:01 AM ET	May 21, 2019	May 22, 2019
4	May 22, 2019 at 12:00:01 AM ET	May 28, 2019	May 29, 2019
5	May 29, 2019 at 12:00:01 AM ET	June 4, 2019	June 5, 2019
6	June 5, 2019 at 12:00:01 AM ET	June 11, 2019	June 12, 2019
7	June 12, 2019 at 12:00:01 AM ET	June 18, 2019	June 19, 2019
8	June 19, 2019 at 12:00:01 AM ET	June 25, 2019	June 26, 2019
9	June 26, 2019 at 12:00:01 AM ET	July 2, 2019	July 3, 2019

1. HOW TO ENTER: NO PURCHASE NECESSARY TO PARTICIPATE IN

SWEEPSTAKES. Visit <https://MyReesesLove.com> (the "Website") during the Sweepstakes Period and follow the online instructions to complete the Official Online Entry Form, submit as instructed to register for the Sweepstakes, and vote for your favorite REESE'S product (a purchase is not required). Upon the successful submission of the registration information on the entry form, an entrant will receive one entry into the applicable Entry Period. Entries do not carryover to subsequent Entry Periods. Online entries must be received by no later than 11:59:59 PM ET on the last day of the applicable Entry Period to be eligible to win the prizes offered for that Entry Period. Limit one entry per name per e-mail address per day. The Hershey Company's ("Sponsor") computer is the official time keeping device for this Sweepstakes. Proof of e-mailing does not constitute proof of delivery or entry. Any attempt to submit more than the maximum number of entries using multiple/different email addresses, identities or any other methods may void that entrant's entry. Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified. No other forms of entry are valid other than those set forth above. All entry information becomes the property of the Sponsor.

NOTE: During the Sweepstakes Period, an eligible entrant may receive a link to the Website using an SMS-enabled mobile device and sending a text message to the short code "604333" ("Short Code") stating the keyword "REESES" ("Keyword"). Once the text message is received, the entrant will automatically receive a text message with a link to the Website. The entrant may log on to the Website in his/her browser and follow the entry steps set forth in this Section 1 to enter. Each text message must be manually key-stroked/entered by the entrant. An entrant is not required to send a text message to participate and may go directly to the Website to enter. Note that an entrant cannot receive an entry into the Sweepstakes solely by texting to the Short Code. Message and data rates may apply for each text message sent or received. By texting the Keyword to the Short Code, you provide to the Sponsor and Administrator your express written consent to receive text messages

using automated technology. Consent to receive text messages is not required or a condition of any purchase. An entrant may, at any time, choose to opt-out by sending a text message stating "STOP REESES" to the Short Code. If an entrant sends an opt-out text message, he/she will be sent a reply text message, which will confirm that he/she has been unsubscribed and will receive no further text messages. For help, text the word "HELP REESES" to the Short Code.

IMPORTANT: MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS SWEEPSTAKES ON HIS/HER MOBILE DEVICE. NOT ALL MOBILE TELEPHONE/WIRELESS PROVIDERS CARRY THE SERVICE NECESSARY TO PARTICIPATE IN THIS SWEEPSTAKES. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDER'S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES.

- 2. PRIZES:** There will be 25 grand prizes (each a "Grand Prize") awarded in this Sweepstakes, two Grand Prizes per Entry Periods 1 and 2 and three Grand Prizes awarded per Entry Period 3 - 9. Each Grand Prize consists of REESE'S for one year awarded in the form of one shipment of 384 REESE'S King Size bars. Approximate retail value (ARV): \$765. Total ARV of all prizes offered is \$19,125. Limit one prize per name, address and/or household. Odds of winning a prize depend upon the number of entries received for each respective Entry Period. If a prize offered becomes unavailable for any reason, Sponsor reserves the right to provide an alternate prize of equal or greater value. In no event will more than 25 Grand Prizes (two Grand Prizes per Entry Periods 1 and 2 and three Grand Prizes per Entry Periods 3- 9) be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of Grand Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Grand Prizes through a random drawing from among all eligible prize claims received.
- 3. DRAWING:** On or around each draw date indicated in the chart above, the Administrator (defined below) will randomly select two potential winners from all

eligible entries received during Entry Periods 1 and 2 and three potential winners from all eligible entries received during Entry Periods 3- 9 for a total of 25 potential winners for the entire Sweepstakes. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

- 4. ELIGIBILITY:** Sweepstakes open only to legal residents of the United States residing in the 50 United States and the District of Columbia who are 18 years of age or older as of the date of entry. Employees, officers and directors of Sponsor, PrizeLogic, LLC (“Administrator”), and all of their respective parents, subsidiaries, divisions, affiliates, suppliers, printers, distributors and advertising, promotional and judging agencies, (and their respective IRS dependents, immediate family members [parents, children, siblings and spouse]) and individuals residing in their same household (whether or not related) (collectively, “Sponsor and Promotion Parties”) are not eligible to participate or win.
- 5. GENERAL TERMS:** No substitution of the Grand Prize is offered, no transfer of the Grand Prize to a third party is permitted, and non-cash portions of the Grand Prize may not be redeemed for cash value (unless at the sole discretion of Sponsor). Void wherever prohibited by law. Grand Prize winners will be solely responsible for all applicable federal, state and local taxes on prize unless otherwise required by law. Grand Prize winners will receive an IRS Form 1099 for the retail value of the Grand Prize. All other expenses on the receipt and use of the Grand Prize not specifically mentioned herein are solely the responsibility of the winners. Any portion of a Grand Prize not accepted by winners will be forfeited. Winner’s first name, last initial, hometown and state will be disclosed on Winner’s List which will be distributed upon request and as required by law. No groups, clubs or organizations may reproduce or distribute any portion of these Official Rules to its members. All entrants, as a condition of entry, agree to be bound by these Official Rules and the decisions of the judges. The entry information provided is subject to the Privacy Policy on the above stated Website. To read that Policy, access the Website and then access the Privacy Policy.

6. WINNER NOTIFICATION: Potential winners will be notified by e-mail using the e-mail address provided at the time of entry. If winner notification is returned as undeliverable without a forwarding address or if winner is found to be ineligible or otherwise not in compliance with these Official Rules, the Grand Prize will result in forfeiture and an alternate winner may be selected. Grand Prize winners will be required to sign and return an Affidavit of Eligibility/Liability and Publicity Release (“Affidavit”) within fourteen (14) days of attempted winner notification as indicated by the date on the Affidavit. Failure to return any required documents within fourteen (14) days may result in prize forfeiture, and an alternate winner may be selected. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a Grand Prize, the respective Grand Prize may be forfeited. If a Grand Prize is forfeited, the Grand Prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries for the applicable Entry Period, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a Grand Prize, the respective Grand Prize may not be re-awarded. Upon verification of eligibility, each Grand Prize will be mailed to the winners at the physical addresses (P.O. Boxes are not permitted) provided at the time of entry. Allow 6-8 weeks for delivery of Grand Prize following completion of notification and verification process. Prizes will only be delivered to addresses within the United States. Any portion of a prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for his/her prize won. All other costs and expenses not expressly set forth herein shall be solely each winner’s responsibility. Grand Prizes will only be awarded to verified winners.

7. CONDITIONS: All entrants, as a condition of entry into the Sweepstakes, agree to release Sponsor and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses of any kind to persons including death or property which may be sustained directly or indirectly

with the receipt, ownership, use or misuse of any prize awarded, or while preparing for, participating in or traveling to or from any prize-related activity or for any typographical or other error in these Official Rules or the announcement of offering of any prize. The winner(s) shall bear all risk of loss or damage to their prize after it has been delivered. Sponsor makes no representations or warranties of any kind concerning the appearance, safety or performance of any prize. Except for residents of Tennessee and where prohibited by law, winners grant to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known the winner's name, address, voice, statement, picture or other likeness, without additional review, notification or compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

- 8. LIMITATIONS OF LIABILITY:** Sponsor assumes no responsibility for: (a) lost, illegible, late, misdirected, or incomplete, entries or email; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, garbled, corrupted, scrambled, delayed, or misdirected transmissions, or computer hardware or software or telephone malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information; and (b) any incorrect or inaccurate information, whether caused by Website users, or by any equipment or programming associated with or utilized in this Sweepstakes; any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of the Website. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with entry process or operation of Sweepstakes or Website, to be acting in violation of the terms of the Website or to be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person. Sponsor is not responsible for injury or

damage to entrants' or any other person's computer related to or resulting from participating in this Sweepstakes or downloading or copying materials from or use of Website. If, for any reason, Sweepstakes, in the sole opinion of Sponsor, is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures or any other causes which, in sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend Sweepstakes, and determine winner from Internet entries received prior to action taken, or as otherwise deemed fair and equitable by Sponsor. In case of dispute, authorized subscriber of e-mail account used to enter at actual time of entry will be deemed to be the entrant's, and must comply with these Official Rules. The authorized account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet Access Provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses. It is solely the responsibility of the entrant to notify Sponsor in writing if the entrant changes his or her e-mail address during the Sweepstakes Period.

CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

- 9. DISPUTE RESOLUTION:** Except where prohibited, by participating, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant(s) and Sponsor, shall be governed by and construed exclusively in accordance with the laws of the Commonwealth of Pennsylvania without giving effect to any principles of conflicts of law of any jurisdiction and that: (a) any and all disputes, claims and

causes of action arising out of or connected with this Promotion shall be resolved individually, without resort to any form of class action; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating, but in no event attorneys' fees; and (c) under no circumstances will any entrant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

10. WINNER'S NAME: For the first name, last initial, hometown and state of the winners of the Hershey's REESE'S Lovers Sweepstakes, mail in a self-addressed, first class-stamped envelope to: PO Box 251328, West Bloomfield, MI 48325 by September 3, 2019.

11. SPONSOR: The Hershey Company, 100 Crystal A Drive, Hershey, PA, www.thehersheycompany.com.

12. ADMINISTRATOR: PrizeLogic, LLC, 25200 Telegraph Rd, Suite 400, Southfield, MI 48033.