



**HERSHEY'S/ REESE'S SHOOT FOR 2 GAME ("GAME")
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. GAME BEGINS 2/3/17 AT 12:00 PM EASTERN TIME ("ET") AND ENDS 4/1/17 AT 11:59:59 PM ET, ("GAME PERIOD"). GAME ONLY OPEN TO LEGAL RESIDENTS OF THE UNITED STATES RESIDING IN ONE OF THE 50 UNITED STATES OR THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

1. HOW TO PLAY: NO PURCHASE NECESSARY TO PARTICIPATE IN GAME.

Visit [www.hersheys.com/reeses] (the "Website") during the Game Period and click on the icon, banner or text link to access the Game entry page. Enter your e-mail address during the Game Period and click on indicated game area to play the Game and to find out if you are a winner of a First Prize (defined in Section 2 below) (a "Play"). For purposes of this Game, an entrant's e-mail address will be the e-mail address submitted at the time of entry. Entrants will not be allowed to change their e-mail address. After completing your first Play, an entrant will have the opportunity to obtain up to ten (10) Bonus Plays (defined below) for a chance to win a Second Prize (defined in Section 2 below) by following the instructions on the Website and as set forth below to share the Game on Twitter. Upon clicking the buttons to share the Game, a message with a unique link along with #Sweepstakes will be posted to the entrant's Twitter Feed ("Invitation Post"). An entrant may only share the Game on Twitter (a) one (1) time per day and no more than a total of five (5) times during the Game Period, and (b) with followers with whom the entrant has an existing personal relationship and with whom a message from entrant would not be considered spam. To obtain a Bonus Play, an entrant's Twitter follower must click on the unique link in the Invitation Post and complete and submit information requested, and enter the Game. Upon the Twitter follower's successful entry into the Game, the original entrant will receive one (1) Bonus Play (each a "Bonus Play" and

collectively “Bonus Plays”). An entrant will receive one (1) Bonus Play for each Twitter follower who participates by following the unique link in his/her Invitation Post, up to a maximum of ten (10) total Bonus Plays.

Randomly selected times during the Game Period will be chosen by The Hershey Company (“Sponsor”), and the first entrant who completes (a) a Play (whose Play is properly received and recorded by Administrator's computer) on or immediately after a randomly selected time during the Game Period will win a First Prize, and (b) a Bonus Play (whose Bonus Play is properly received and recorded by Administrator's computer) on or immediately after a randomly selected time during the Game Period will win a Second Prize. If you receive a message stating, “Congratulations! You are a potential winner.”, you win the prize stated (subject to verification). All potential winning Plays and Bonus Plays are subject to verification by Sponsor or Administrator (defined below in Section 3), whose decisions are final and binding. An entrant is not a winner of any prize, even if the Game should so indicate, unless and until entrant's eligibility and the potential winning Play or Bonus Play have been verified and entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Play or Bonus Play that occurs after the system has failed for any reason is deemed defective, is void, and will not be honored. Non-winning messages will read, “Sorry, you didn't win a prize”. If you win a prize, you will be notified by e-mail, mail, or phone (see Rule #5 for details). Non-winning entrants will not be contacted. A Play or Bonus Play must be received by no later than 11:59:59 PM ET on 4/1/17 to be eligible to win. There is a limit of one (1) Play for a First Prize per person/email address per day, and up to a total of ten (10) Bonus Plays for a Second Prize per person/email address during the entire Game Period. For purposes of this Game, a day is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET, except on 2/3/17 when a day will start at 12:00 PM (noon) ET. Any attempt by any person to obtain more than the stated number of Plays or Bonus Plays by using multiple/different e-mail accounts, or any other methods, will void all of that person's Plays and Bonus Plays. Administrator's computer is the official time keeping device

for this Game. Plays and Bonus Plays 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: The first time you submit a Play and receive a non-winning message, you will receive a 20% off promotional code redeemable at Fanatics.com. Code expires 6/30/17. One-time use only. Promotional code is subject to terms and conditions as set by issuer. Limit one (1) 20% off promotional code per person/email address for the entire Game Period.

IMPORTANT FOR ENTRANTS USING A MOBILE DEVICE TO PARTICIPATE IN THE GAME: Message and data rates may apply. Not all mobile telephone providers carry the service necessary to obtain a link to the Website to participate in the Game. Entrants should consult their wireless provider's pricing plans.

- 2. PRIZES:** 4,500 First Prizes will be awarded in the Game. Each First Prize is a \$10 Fanatics gift code ("First Prize"). Approximate retail value ("ARV") of each First Prize: \$10. 600 Second Prizes (for Bonus Plays only) will be awarded in the Game. Each Second Prize is a \$50 Fanatics gift code ("Second Prize"). ARV of each Second Prize: \$50. Total ARV of all prizes offered is \$75,000. Limit of one (1) First Prize and one (1) Second Prize per entrant. All Fanatics First Prize and Second Prize gift codes do not expire. All Fanatics gift codes are one-time use only. The use of a Fanatics gift code is subject to the issuer's terms and conditions located at <http://www.fanatics.com/>, which shall govern the use of the code. Use of a Fanatics gift code constitutes the user's acceptance of the terms and conditions so the winner should read the terms and conditions on the code carefully. Winner must protect the code and treat the code as he/she would any other valuable document. The Fanatics gift code will not be redeemed or exchanged for cash, except where required by law. The Fanatics gift code will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the winner's permission and will be voided if altered or

defaced. SPONSOR WILL MAKE A GOOD FAITH ATTEMPT TO AWARD ALL PRIZES. IF AFTER A GOOD-FAITH ATTEMPT, SPONSOR IS UNABLE TO AWARD OR DELIVER A PRIZE, THE PRIZE MAY NOT BE REWARDED. Odds of winning depend on the random time at which a prize is available and on the time a particular entrant submits a play. If a prize offered becomes unavailable for any reason, Sponsor reserves the right to provide an alternate prize of equal or greater value.

- 3. ELIGIBILITY:** Game open only to legal residents of the United States residing in one of the 50 UNITED STATES OR THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR OLDER AS OF THE DATE OF ENTRY. Employees, officers and directors of Sponsor, Prize Logic LLC (“Administrator”), employees of the National Collegiate Athletic Association (“NCAA”), Turner Broadcasting System, 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. Other eligibility requirements and conditions of participation are set forth below in these official rules for the Game (“Official Rules”). All federal, state, municipal, and local laws and regulations apply.
- 4. GENERAL TERMS:** No substitution of prize is offered, and no transfer of prize to a third party is permitted (unless at the sole discretion of Sponsor). Void wherever prohibited by law. Prize winners will be solely responsible for all applicable federal, state and local taxes on prize unless otherwise required by law. If applicable, winner(s) may receive an IRS Form 1099 for the retail value of the prize. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner(s). Any portion of a prize not accepted by winner(s) 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.

- 5. WINNER NOTIFICATION:** Potential winners will be notified at the email address provided at the time of entry. If winner notification is returned as undeliverable or is not delivered for any reason, or if winner is found to be ineligible or otherwise not in compliance with these Official Rules, prize will result in forfeiture and an alternate winner may be selected. If applicable, allow 6-8 weeks for delivery of prize following completion of notification process.
- 6. CONDITIONS:** All entrants, as a condition of entry into the Game, agree to release Sponsor, Promotion Parties, Twitter, Inc. 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 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. No more than stated number of prizes will be awarded. In the event that production, seeding, printing or any other reasons cause more than stated number of prizes, set forth in

these Official Rules, to be available and/or claimed in any prize category, Sponsor reserves right to award only the stated number of prizes.

7. LIMITATIONS OF LIABILITY: Sponsor and Promotion Parties assume no responsibility for: (a) lost, illegible, late, misdirected, incomplete, mutilated, or non-delivered mail, 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 Game; 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 Game 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 and Promotion Parties are not responsible for injury or damage to entrants' or any other person's computer related to or resulting from participating in this Game or downloading or copying materials from or use of Website. If, for any reason, Game, 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 Game, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend Game, and determine winner

from Internet entries received prior to action taken, or as otherwise deemed fair and equitable by Sponsor. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded for any prize according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received for that prize. In case of dispute as to Plays or Bonus Plays submitted by Internet, authorized subscriber of e-mail account used to enter at actual time of entry will be deemed to be the entrant, and must comply with these Official Rules. The authorized account subscriber is deemed to be 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 Game 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 GAME 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.

- 8. 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.

9. WINNER'S NAME: For the first initial, last name, hometown and state of the prize winners, mail in a self-addressed, first class-stamped envelope to: Hershey's Reese's Shoot For 2 Game, PO Box 251328, West Bloomfield, MI 48325. All request must be received by June 14, 2017.

10. SPONSOR: The Hershey Company, 100 Crystal A Drive, Hershey, PA 17033.

11. ADMINISTRATOR: Prize Logic, LLC, 25200 Telegraph Rd., Suite 405, Southfield, MI 48033.

12. DISCLAIMER. The Game is in no way sponsored, endorsed or administered by, or associated with Twitter. You understand that you are providing your information to Sponsor and not to Twitter. Any questions, comments or complaints regarding this Sweepstakes shall be directed to Sponsor and not to Twitter. The NCAA is neither a sponsor nor administrator of the Promotion. NCAA® and March Madness® are registered trademarks of the National Collegiate Athletic Association.