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2018 REESE'S FALL FOOTBALL GO FOR TWO SWEEPSTAKES ("Promotion")
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. PROMOTION BEGINS AUGUST 28, 2018 AT 12:00:01 PM EASTERN TIME ("ET") AND ENDS DECEMBER 1, 2018 AT 11:59:59 PM ET ("PROMOTION PERIOD"). DURING THE PROMOTION PERIOD, THERE WILL BE 42 UNIQUE SWEEPSTAKES AND 42 UNIQUE SWEEPSTAKES ENTRY PERIODS (EACH AN "ENTRY PERIOD"). PROMOTION 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.

- 1. PROMOTION DESCRIPTION: NO PURCHASE NECESSARY TO PARTICIPATE IN PROMOTION.** During the Promotion Period, there will be 42 individual sweepstakes (each a "Sweepstakes"), with a Sweepstakes offered every Tuesday, Thursday and Saturday throughout the Promotion Period. The Hershey Company ("Sponsor") will determine the specific start time for each Sweepstakes Entry Period and each Sweepstakes Entry Period will end at 11:59:59 p.m. ET on that day. To start a Sweepstakes Entry Period, the Sponsor or Administrator (defined below) will send out a public tweet for the Sweepstakes on Twitter from @Reeses (each a "Tweet" or collectively, the "Tweets") that will instruct entrants to respond to the Tweet and include specific Hashtags (as defined below). To enter a particular Sweepstakes, an eligible entrant must follow the "How to Enter" instructions set forth below during the applicable Entry Period for that Sweepstakes. Sponsor will award prizes by random drawing for each Sweepstakes ("Sweepstakes Prizes"). A description of the Sweepstakes Prizes for each Sweepstakes and the number of winners of each Sweepstakes Prize per Sweepstakes are set forth in the Sweepstakes Prize Table in Section 4. The specific dates for each of the Sweepstakes and the drawing dates for each Sweepstakes are set forth below in the Sweepstakes Entry Periods table in this section. The start time for each Sweepstakes Entry Period will depend upon when

the Tweet is sent by Sponsor or Administrator on the applicable date for the Sweepstakes. The Tweet will be sent at some time after 12:00:01 a.m. ET on the day of the Sweepstakes. The end time for the Entry Period for each of the Sweepstakes is 11:59:59 p.m. ET on the same day as the Tweet is sent. Entries must be received during the Entry Period for the applicable Sweepstakes in order to be eligible for the drawing for that Sweepstakes. Entries do NOT carryover to subsequent Sweepstakes **and are only eligible for the Sweepstakes in which the Entry (defined below) is made.**

SWEEPSTAKES ENTRY PERIODS TABLE

Sweepstakes #	Sweepstakes Entry Period Dates	Sweepstakes Drawing Dates (on or about)
1	August 28, 2018	August 29, 2018
2	August 30, 2018	August 31, 2018
3	September 1, 2018	September 3, 2018
4	September 4, 2018	September 5, 2018
5	September 6, 2018	September 7, 2018
6	September 8, 2018	September 10, 2018
7	September 11, 2018	September 12, 2018
8	September 13, 2018	September 14, 2018
9	September 15, 2018	September 17, 2018
10	September 18, 2018	September 19, 2018
11	September 20, 2018	September 21, 2018
12	September 22, 2018	September 24, 2018
13	September 25, 2018	September 26, 2018
14	September 27, 2018	September 28, 2018
15	September 29, 2018	October 1, 2018
16	October 2, 2018	October 3, 2018
17	October 4, 2018	October 5, 2018
18	October 6, 2018	October 8, 2018
19	October 9, 2018	October 10, 2018
20	October 11, 2018	October 12, 2018
21	October 13, 2018	October 15, 2018
22	October 16, 2018	October 17, 2018
23	October 18, 2018	October 19, 2018
24	October 20, 2018	October 22, 2018
25	October 23, 2018	October 24, 2018
26	October 25, 2018	October 26, 2018
27	October 27, 2018	October 29, 2018
28	October 30, 2018	October 31, 2018

29	November 1, 2018	November 2, 2018
30	November 3, 2018	November 5, 2018
31	November 6, 2018	November 7, 2018
32	November 8, 2018	November 9, 2018
33	November 10, 2018	November 12, 2018
34	November 13, 2018	November 14, 2018
35	November 15, 2018	November 16, 2018
36	November 17, 2018	November 19, 2018
37	November 20, 2018	November 21, 2018
38	November 22, 2018	November 23, 2018
39	November 24, 2018	November 26, 2018
40	November 27, 2018	November 28, 2018
41	November 29, 2018	November 30, 2018
42	December 1, 2018	December 3, 2018

2. HOW TO ENTER: NO PURCHASE NECESSARY TO PARTICIPATE IN PROMOTION. During the Promotion Period, you must first log into your Twitter account (or create a free account if you do not already have one), visit the REESE'S Twitter page at @Reeses, and then "FOLLOW" the Reese's Twitter page. Then, to enter any of the 42 individual Sweepstakes, during the Entry Period for a particular Sweepstakes, after Sponsor or Administrator sends out a Tweet for that Sweepstakes, an entrant must respond to the Tweet or Retweet the message with the hashtags, #NotSorry and #Sweepstakes (collectively, the "Hashtags") to enter. Each eligible participant who completes the entry process will receive one entry into the Sweepstakes (each an "Entry" and collectively, the "Entries"). Your Entry must include the required Hashtags to be eligible. Entries do NOT carryover to subsequent Sweepstakes and are only eligible for the Sweepstakes in which the Entry is made. Limit one Entry per Twitter account per Sweepstakes.

Entrants must follow @Reeses on Twitter during the Promotion Period and for a period of 30 days thereafter for winner notification and Sweepstakes Prize announcement purposes. Entrants can stop following @Reeses via Twitter any time after Sweepstakes winners have been announced. Limit of one Entry per Twitter account per Sweepstakes. **Entries will not be judged.** Proof of submitting an Entry as indicated above does not constitute proof of delivery of Entry.

Any attempt by any person to obtain more than the stated number of Entries by using multiple/different Twitter accounts or any other methods will void all of that person's Entries. Administrator's computer is the official time keeping device for this Promotion. Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified. All potential winning Entries are subject to verification by Sponsor or Administrator, whose decisions are final and binding. An entrant is not a winner of any prize, even if the message or a website should so indicate, unless and until entrant's eligibility and potential winning Entry has 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 Entry that occurs after the system has failed for any reason is deemed a defective Entry, is void, and will not be honored. No other forms of entry are valid other than those set forth above. Sponsor reserves the right to disqualify any Entry that it determines, in its sole discretion, is not in compliance with these Official Rules. By participating, entrants agree to these Official Rules, which are final and binding in all respects. All entry information becomes the property of the Sponsor. Use of Twitter will be subject to Twitter's terms of service, which are available at: <https://twitter.com/tos/>. Due to the way Twitter operates its services, all Entry tweets in response to a Tweet to start a Sweepstakes must be public in order for an Entry to be eligible.

IMPORTANT FOR ENTRANTS USING A MOBILE DEVICE TO PARTICIPATE IN THE PROMOTION: Use of a mobile device to participate in the Promotion is not required. In the event a mobile device is used, 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 Promotion. Entrants should consult their wireless provider's pricing plans.

- 3. SWEEPSTAKES DRAWINGS AND NOTIFICATION:** The winners of the Sweepstakes Prizes for each Sweepstakes will be selected in a random drawing

from among all eligible Entries received during the Entry Period for the applicable Sweepstakes. Non-winning Sweepstakes Entries **will not** carry over into subsequent Sweepstakes and will not be eligible for subsequent Sweepstakes drawings. The Sweepstakes drawings will be conducted on or about the dates indicated in the table above in Section 1 by the Administrator, whose decisions are final and binding. The number of winners of Sweepstakes Prizes and the description of the Sweepstakes Prizes to be awarded per Sweepstakes are set forth in the Sweepstakes Prize Table in Section 4 below.

Potential winners of Sweepstakes Prizes will be contacted by Direct Message to their Twitter account provided at the time of entry (also the "Notification"). The potential winners will be required to follow instructions in the Direct Message to visit a redemption portal and provide the Administrator with his/her e-mail address, first name, last name (no initials), and agreement to these Official Rules within fourteen (14) days of receiving the Notification.

Sponsor is not responsible for any change in entrant's social media account. If a potential Sweepstakes winner does not respond to the Notification within the time period specified, or if Notification is returned as undeliverable without a forwarding address, or if a winner is found to be ineligible or otherwise not in compliance with these Official Rules, the Sweepstakes prize will result in forfeiture and an alternate winner may be selected. If a Sweepstakes prize is returned as undeliverable, the Sweepstakes prize will be forfeited and Sponsor will have no further liability to award that Sweepstakes prize. Allow 6-8 weeks for e-mail delivery of prize following completion of verification process. Sponsor is not responsible for any undelivered e-mails, including, without limitation, any prize e-mails that are not received because of an entrant's privacy or spam filter settings which may divert any Promotion e-mail to a spam or junk folder.

4. PRIZES AND APPROXIMATE RETAIL VALUE (“ARV”): The Sweepstakes Prizes (with ARV of each) to be awarded for each Sweepstakes are set forth in the following Sweepstakes Prize Table:

Sweepstakes Prize Table

Sweepstakes #	Number of Sweepstakes Prizes	Description of Sweepstakes Prizes	ARV of Each Sweepstakes Prize
1	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
2	25	One (1) \$50 Amazon.com Gift Card	\$50
3	40	one (1) \$100 Amazon.com Gift Card	\$100
4	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
5	25	One (1) \$50 Amazon.com Gift Card	\$50
6	40	One (1) \$100 Amazon.com Gift Card	\$100
7	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
8	25	One (1) \$50 Amazon.com Gift Card	\$50
9	40	One (1) \$100 Amazon.com Gift Card	\$100
10	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
11	25	One (1) \$50 Amazon.com Gift Card	\$50
12	40	One (1) \$100 Amazon.com Gift Card	\$100
13	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
14	25	One (1) \$50 Amazon.com Gift Card	\$50
15	40	One (1) \$100 Amazon.com Gift Card	\$100
16	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
17	25	One (1) \$50 Amazon.com Gift Card	\$50
18	40	One (1) \$100 Amazon.com Gift Card	\$100
19	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000

20	25	One (1) \$50 Amazon.com Gift Card	\$50
21	40	One (1) \$100 Amazon.com Gift Card	\$100
22	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
23	25	One (1) \$50 Amazon.com Gift Card	\$50
24	40	One (1) \$100 Amazon.com Gift Card	\$100
25	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
26	25	One (1) \$50 Amazon.com Gift Card	\$50
27	40	One (1) \$100 Amazon.com Gift Card	\$100
28	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
29	25	One (1) \$50 Amazon.com Gift Card	\$50
30	40	One (1) \$100 Amazon.com Gift Card	\$100
31	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
32	25	One (1) \$50 Amazon.com Gift Card	\$50
33	40	One (1) \$100 Amazon.com Gift Card	\$100
34	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
35	25	One (1) \$50 Amazon.com Gift Card	\$50
36	40	One (1) \$100 Amazon.com Gift Card	\$100
37	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
38	25	One (1) \$50 Amazon.com Gift Card	\$50
39	40	One (1) \$100 Amazon.com Gift Card	\$100
40	2	One (1) \$1,000 Amazon.com Gift Card	\$1,000
41	25	One (10) \$50 Amazon.com Gift Card	\$50
42	40	One (1) \$100 Amazon.com Gift Card	\$100

In no event will more Sweepstakes Prizes be awarded per Sweepstakes than are listed above. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes available in the applicable Sweepstakes, Sponsor reserves the right to award the Prize in a random drawing from among all Prize claims received. Winners must accept his/her Sweepstakes Prize as stated or Sweepstakes Prize may be forfeited in its entirety. Odds of winning a Sweepstakes Prize depend upon the number of eligible Entries received during the Entry Period for the applicable Sweepstakes. If a Sweepstakes Prize offered becomes unavailable for any reason, Sponsor reserves the right to provide an alternate Sweepstakes Prize of equal or greater value. Amazon.com Gift Card is subject to the issuer's terms and conditions. **Limit one (1) Sweepstakes Prize per person for the entire Promotion.**

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Amazon. Except as required by law, Amazon.com Gift Cards ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods on Amazon.com or certain of its affiliated websites. For complete terms and conditions, see www.amazon.com/gc-legal. GCs are issued by ACI Gift Cards, Inc., a Washington corporation. ©,®,™ Amazon.com Inc. and/or its affiliates, 2013. No expiration date or service fees.

Total ARV of all prizes offered is \$101,500. ALL UNCLAIMED OR FORFEITED PRIZES WILL NOT BE AWARDED.

- 5. ELIGIBILITY:** Promotion 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, and 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.

6. GENERAL TERMS: No substitution of prize is offered, no transfer of prize to a third party is permitted (except the coupon prizes which are fully transferable), and non-cash portions of the prize may not be redeemed for cash value (unless at the sole discretion of Sponsor). Mail received without a verifiable and legible return address may not be accepted at Sponsor's sole discretion. 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) will 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 and the Required Information submitted to the Website are subject to the Privacy Policy located at https://www.thehersheycompany.com/en_us/home/privacy-policy.html. To read that Policy, access the Web site and then access the Privacy Policy.

7. WINNER NOTIFICATION: Potential winners will be via direct message on Twitter from @Reeses. If winner does not follow the instructions to redeem his/her prize within fourteen (14) days or if winner is found to be ineligible or otherwise not in compliance with these Official Rules, the prize will result in forfeiture and an alternate winner may be selected. Entrant must follow @Reeses on Twitter during the Promotion Period and for a period of thirty (30) days thereafter for winner notification purposes. Winners of a Sweepstakes Prize may be required, in

Sponsor's sole discretion, to sign and return an Affidavit of Eligibility/Liability with (where lawful) a Publicity Release 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 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, prize will result in forfeiture and an alternate winner may be selected. If applicable, allow 6-8 weeks for e-mail delivery of the prize following completion of notification process.

- 8. CONDITIONS:** All entrants, as a condition of entry into the Promotion, 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 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.

9. LIMITATIONS OF LIABILITY: Sponsor assumes no responsibility for: (a) lost, illegible, late, misdirected, incomplete, or non-delivered mail, Entries, post, tweets, comments 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 Promotion; 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 Promotion 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 Promotion or downloading or copying materials from or use of Website. If, for any reason, the Promotion, 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 Promotion, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend Promotion, 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 Entries submitted, the authorized account holder of the Twitter account used to enter will be deemed to be the entrant, and must comply with these Official Rules. The authorized account holder is deemed to be the natural person who is assigned the Twitter account by Twitter. Sponsor is not responsible for any change of Twitter account information, email address, mailing address and/or telephone number of entrants and it is solely the responsibility of the entrant to notify Sponsor in writing if the entrant changes his or her Twitter account, e-mail address, mailing address and/or telephone number during the Promotion 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 PROMOTION 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.

10. 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.

11. WINNERS' NAMES: For the first initial, last name, hometown and state of the prize winners mail in a self-addressed, first class-stamped envelope to: 2018 Reese's Fall Football, PO Box 251328, West Bloomfield, MI 48325 by March 1, 2019.

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

13. ADMINISTRATOR: PrizeLogic, LLC, 25200 Telegraph Rd., Suite 405, Southfield, MI 48033.

Twitter is a registered trademark of Twitter, Inc., All rights reserved. This Promotion is not sponsored, endorsed or administered by or associated with Twitter. Entrants understand that they are providing their information to the Sponsor and not to Twitter.

Summary report:	
Litéra® Change-Pro TDC 7.5.0.225 Document comparison done on 8/22/2018 1:54:01 PM	
Style name: KL Standard	
Intelligent Table Comparison: Active	
Original DMS: iw://usedms.imatech.kldomain.com/USE_Active01/302355410/1	
Modified DMS: iw://usedms.imatech.kldomain.com/USE_Active01/302355410/2	
Changes:	
<u>Add</u>	38
Delete	20
Move From	0
<u>Move To</u>	0
<u>Table Insert</u>	0
Table Delete	0
<u>Table moves to</u>	0
Table moves from	0
Embedded Graphics (Visio, ChemDraw, Images etc.)	0
Embedded Excel	0
Format changes	0
Total Changes:	58