

**HERSHEY'S/ REESE'S PLAYOFF PANDEMONIUM ("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 DECEMBER 27, 2016 AT 12:00 PM EASTERN TIME ("ET") AND ENDS FEBRUARY 28, 2017 AT 11:59:59 PM ET OR AFTER ALL PRIZES ARE AWARDED, WHICHEVER OCCURS FIRST, "PROMOTION PERIOD." PROMOTION ONLY OPEN 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 AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

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

PROMOTION. During the Promotion Period, there will be thirty (30) individual promotional giveaways (each a "Fire Drill") as set forth in the chart in Section 2 below. The Hershey Company ("Sponsor") will determine the specific start time for each Fire Drill and will send out a public notification on Twitter that will include a link for participation ("Website"). Each Fire Drill will conclude after all prizes have been awarded for that particular Fire Drill. To enter, entrants must click on the link to access the Website to participate in the Fire Drill. Entrants must enter his/her e-mail address to participate during each Fire Drill. If it is the entrant's first time entering the Promotion, he/she will also be required to complete the registration form which will include first name, last name (no initials), mailing address (no PO Boxes), city, state, zip code, and phone number. Once entered, the entrant must click on indicated instant win area on the Website to find out if the entrant is a winner (a "Play"). For purposes of this Promotion, an entrant's e-mail address will be the e-mail address submitted at the time of entry for each Fire Drill. Entrants will not be allowed to change their e-mail address. For each Fire Drill, the quantity and type of prizes to be awarded are set forth in Section 2 below. The prizes for each Fire Drill will be awarded in the exact order of Plays received by Sponsor starting immediately after announcement of the Fire Drill, up to the quantity of prizes to be awarded for that specific Fire Drill. For example, if 500 prizes will be awarded for a Fire Drill, entrants making the first 500 Plays

after the Fire Drill is announced will be the 500 winners for that Fire Drill. An entrant's eligibility to win a prize is subject to confirmation and verification. Once all of the prizes for a Fire Drill have been awarded, no further prizes will be available for that Fire Drill. If you receive a message stating, "Congratulations! You've won a prize!", you win the prize stated (subject to verification). After all prizes are awarded in each Fire Drill, entrants will receive a non-winning message that will read, "Oh-No! We've given away all of the available prizes in this Fire Drill, but follow @ReesesPBCups on Twitter for the next giveaway!". If you win a prize, you will be notified by e-mail, mail, or phone (see Rule #5 for details). If you receive a winning message, you will be deemed a potential winner pending confirmation and verification of the entrant's eligibility and compliance with these Official Rules. Non-winning entrants will not be contacted. Limit one (1) play per name per e-mail address per Fire Drill. Any attempt by any person to obtain more than the stated number of Plays by using multiple/different e-mail accounts, or any other methods will void all of that person's Plays. Sponsor's computer is the official time keeping device for this Promotion. Plays generated by a robotic, programmed, script, macro or other automated means will be disqualified. All potential winning Plays 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 website should so indicate, unless and until entrant's eligibility and potential winning 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 that occurs after the system has failed for any reason is deemed a defective Play, is void, and will not be honored. No other forms of entry are valid other than those set forth above. All entry information becomes the property of the Sponsor.

IMPORTANT FOR ENTRANTS USING A MOBILE DEVICE TO PARTICIPATE IN THE PROMOTION: Message and data rates may apply. Not all mobile telephone providers carry the service necessary to obtain a link to the Web site

to participate in the Promotion. Entrants should consult their wireless provider's pricing plans.

2. PRIZES: The following prizes will be awarded during each Fire Drill:

Fire Drill	Start Date	Prize	Quantity	Approximate Retail Value ("ARV") for each Prize	Total ARV of all Prizes
1	12/27/16	\$1 off Reese's Coupon	500	\$1	\$500
2	12/27/16	Fanatics.com Gift Code	500	\$5	\$2,500
3	12/27/16	\$1 off Reese's Coupon	500	\$1	\$500
4	12/27/16	Fanatics.com Gift Code	500	\$5	\$2,500
5	12/28/16	\$1 off Reese's Coupon	500	\$1	\$500
6	12/28/16	\$1 off Reese's Coupon	500	\$1	\$500
7	12/28/16	\$1 off Reese's Coupon	500	\$1	\$500
8	12/28/16	Fanatics.com Gift Code	500	\$5	\$2,500
9	12/29/16	\$1 off Reese's Coupon	500	\$1	\$500
10	12/29/16	Fanatics.com Gift Code	500	\$5	\$2,500

11	12/29/16	\$1 off Reese's Coupon	500	\$1	\$500
12	12/30/16	\$1 off Reese's Coupon	500	\$1	\$500
13	12/30/16	\$1 off Reese's Coupon	500	\$1	\$500
14	12/30/16	\$1 off Reese's Coupon	500	\$1	\$500
15	12/30/16	Fanatics.com Gift Code	500	\$10	\$5,000
16	12/31/16	\$1 off Reese's Coupon	500	\$1	\$500
17	12/31/16	\$1 off Reese's Coupon	500	\$1	\$500
18	12/31/16	Fanatics.com Gift Code	500	\$10	\$5,000
19	12/31/16	Fanatics.com Gift Code	500	\$10	\$5,000
20	1/2/17	\$1 off Reese's Coupon	500	\$1	\$500
21	1/2/17	\$1 off Reese's Coupon	500	\$1	\$500
22	1/2/17	\$1 off Reese's Coupon	500	\$1	\$500
23	1/2/17	\$1 off Reese's Coupon	500	\$1	\$500
24	1/7/17	\$1 off Reese's Coupon	500	\$1	\$500
25	1/8/17	\$1 off Reese's Coupon	500	\$1	\$500

26	1/9/17	Fanatics Gift Code	500	\$20	\$10,000
27	1/14/17	\$1 off Reese's Coupon	500	\$1	\$500
28	1/15/17	\$1 off Reese's Coupon	500	\$1	\$500
29	1/22/17	Fanatics.com Gift Code	500	\$5	\$2,500
30	2/5/17	Fanatics.com Gift Code	1,000	\$10	\$10,000

Limit one (1) Prize per Fire Drill and up to five (5) prizes per name and email address during the Promotion Period. 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 REAWARDED. Odds of winning depend on the random time when the Fire Drill starts, the number of entrants who participate, and the time when each entrant completes his/her Play. If a prize offered becomes unavailable for any reason, Sponsor reserves the right to provide an alternate prize of equal or greater value. The use of a coupon/gift code/voucher is subject to the terms and conditions set forth thereon which shall govern the use of the prize. Use of a coupon/gift code/voucher constitutes the user's acceptance of the terms and conditions. The winner is bound by the terms and conditions on the coupon/gift code/voucher. Each coupon/gift code/voucher may not be redeemed or exchanged for cash. Each prize 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.

- 3. 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.

- 4. 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). 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 Web site. To read that Policy, access the Web site 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 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 delivery of prize following completion of notification process. Prize(s) will only be delivered to addresses within the United States.

6. CONDITIONS: All entrants, as a condition of entry into the Promotion, agree to release Sponsor, Twitter, 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.

7. LIMITATIONS OF LIABILITY: Sponsor assumes 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), Web site, 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 Web site 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 Web site. 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 Web site, to be acting in violation of the terms of the Web site 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 Web site. If, for any reason, 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 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.

CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE 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.

- 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 Playoff Pandemonium, PO Box 251328, West Bloomfield, MI 48325. All request must be received by April 28, 2017.
- 10. SPONSOR:** The Hershey Company, 100 Crystal A Drive, Hershey, PA 17033.

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

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