

HERSHEY'S WORK HARD PAY HARD SWEEPSTAKES ("Sweepstakes")
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. THE SWEEPSTAKES IS 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 IN PUERTO RICO AND WHERE PROHIBITED.

- 1. SWEEPSTAKES TIMING:** The Sweepstakes begins at 12:00:01 AM Eastern Time ("ET") on September 7, 2018 and ends at 11:59:59 PM ET on November 30, 2018 ("Sweepstakes Period").

- 2. SWEEPSTAKES DESCRIPTION:** During the Sweepstakes Period, there will be 12 weekly drawings (each a "Weekly Drawing" and collectively, the "Weekly Drawings"), with winners selected on the corresponding weekly drawing dates ("Weekly Drawing Date") as further described in the Table (defined below). The number of winners selected for each Weekly Drawing is set forth in the Table below, with the winners determined by random drawing from among all eligible Entries received from the start of the Sweepstakes Period through the end date for the applicable Weekly Drawing Period, as defined and further described in the Table. Entries must be received prior to the end date for the Weekly Drawing Period to be eligible for that Weekly Drawing and, once entered, Entries carryover and will be eligible for all subsequently Weekly Drawings going forward. To enter the Sweepstakes and to be eligible for the prizes awarded at random, an eligible entrant must follow the "How to Enter" instructions set forth below. The end dates for the Weekly Drawing period and the Weekly Drawing Date for each Weekly Drawing are set forth in the Weekly Drawing table ("Table") below. Entries WILL carryover to subsequent Weekly Drawings.

3. HOW TO ENTER: NO PURCHASE NECESSARY TO PARTICIPATE IN SWEEPSTAKES. Visit WorkHardWinHard.com (the "Website") during the Sweepstakes Period and click on the icon, banner or text link to access the Sweepstakes entry page. Follow the online instructions to complete the registration information and submit as instructed to register for the Sweepstakes and to receive an entry (an "Entry") into the Sweepstakes. Entries must be received prior to the end date and time for the applicable Weekly Drawing to be eligible for the prizes awarded in that Weekly Drawing.

Note: An eligible entrant may receive a link to the Website using an SMS-enabled mobile device, and sending a text message with the keyword "PAY HARD" ("Keyword") to the short code "87654" ("Short Code"). Once the text message is received, the entrant will automatically receive one reply text message with a link to the Website. The entrant may then visit the Website using the browser on his/her mobile device and follow the links and instructions 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 in the Sweepstakes and, instead, may access the Website directly to enter. Note that an entrant cannot receive an Entry into the Sweepstakes solely by texting the Keyword to the Short Code. An entrant must access the Website and complete the registration process to receive an Entry.

IMPORTANT FOR ENTRANTS USING A MOBILE DEVICE TO PARTICIPATE IN THE SWEEPSTAKES: Message and data rates may apply. Not all mobile telephone providers carry the service necessary to obtain a Website link. Entrants should consult their wireless providers' pricing plans. An entrant may, at any time, choose to stop participating in this Sweepstakes by sending an opt-out text message stating "PAYHARDSTOP" 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 "PAYHARDHELP" to the Short Code.

Limit one Entry per name/e-mail address per day during the Sweepstakes Period. 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.

WEEKLY DRAWING TABLE

Weekly Drawing Period	End Date of Weekly Drawing Period*	Drawing Date:	Number of winners:
1	9/14/18	9/17/18	1 Grand Prize 1 First Prize 1 Second Prize 1 Fourth Prize
2	9/21/18	9/24/18	1 Grand Prize 1 First Prize 1 Second Prize 1 Fourth Prize
3	9/28/18	10/1/18	1 Grand Prize 1 First Prize 1 Second Prize 1 Third Prize 1 Fourth Prize
4	10/5/18	10/8/18	1 Grand Prize 1 First Prize 1 Second Prize 1 Third Prize 1 Fourth Prize
5	10/12/18	10/15/18	2 Grand Prizes 2 First Prizes 2 Second Prizes 1 Third Prize

			1 Fourth Prize
6	10/19/18	10/22/18	2 Grand Prizes 2 First Prizes 2 Second Prizes 1 Third Prize 1 Fourth Prize
7	10/26/18	10/29/18	2 Grand Prizes 2 First Prizes 2 Second Prizes 1 Third Prize 1 Fourth Prize
8	11/2/18	11/5/18	2 Grand Prizes 2 First Prizes 2 Second Prizes 1 Third Prize 1 Fourth Prize
9	11/9/18	11/12/18	2 Grand Prizes 2 First Prizes 2 Second Prizes 1 Third Prize 1 Fourth Prize
10	11/16/18	11/19/18	2 Grand Prizes 2 First Prizes 2 Second Prizes 1 Third Prize 1 Fourth Prize
11	11/23/18	11/26/18	2 Grand Prizes 2 First Prizes 2 Second Prizes 1 Third Prize 2 Fourth Prizes
12	11/30/18	12/3/18	2 Grand Prizes 2 First Prizes 2 Second Prizes 1 Third Prize 2 Fourth Prizes

* Weekly Drawing Period ends at 11:59:59 p.m. ET on the end date identified.

4. PRIZES: Sponsor will award a total of 84 prizes in this Sweepstakes. The allocation of prizes awarded in each Weekly Drawing is set forth in the table above. Regardless of the allocation of prizes by Weekly Drawing, the total number of prizes by category will be awarded in this Sweepstakes. The description, approximate retail value (“ARV”), and number of prizes by category to be awarded in the Sweepstakes are as follows:

- (A) Grand Prize (20): there will be a total of 20 grand prizes (each a “Grand Prize”) awarded in the Sweepstakes. Each Grand Prize is a Grizzly Realtree Cooler with PAYDAY logo. The ARV of each Grand Prize is \$175.
- (B) First Prize (20): there will be a total of 20 first prizes (each a “First Prize”) awarded in the Sweepstakes. Each First Prize is a Port Authority Camo Xtreme Backpack with PAYDAY logo. The ARV of each First Prize is \$50.
- (C) Second Prize (20): there will be a total of 20 second prizes (each a “Second Prize”) awarded in the Sweepstakes. Each Second Prize is a Camo Camp Chair with PAYDAY logo. The ARV of each Second Prize is \$50.
- (D) Third Prize (10): there will be a total of 10 third prizes (each a “Third Prize”) awarded in the Sweepstakes. Each Third Prize is a Realtree Grip Cup with PAYDAY logo. The ARV of each Third Prize is \$40.
- (E) Fourth Prize (14): there will be a total of 14 fourth prizes (each a “Fourth Prize”) awarded in the Sweepstakes. Each Fourth Prize is a Realtree Baseball Hat with PAYDAY logo. The ARV of each Fourth Prize is \$20.

Total ARV of all prizes offered is \$6,180. Limit one prize per name, address and/or household for the Sweepstakes. Odds of winning a prize depend upon the number of eligible Entries received during the Sweepstakes Period through the end of the Weekly Draw Period for the applicable Weekly Drawing. If a prize offered becomes

unavailable for any reason, Sponsor reserves the right to provide an alternate prize of equal or greater value.

- 5. DRAWING:** A total of 84 winners will be selected in this Sweepstakes, with seven winners selected in a random drawing for each of the 12 Weekly Drawing Periods from among all eligible Entries received from the start of the Sweepstakes Period through the end date for the applicable Weekly Drawing Period (as defined in Rule #2). Drawings will be conducted each Monday following the end of the applicable Weekly Drawing Period, with the last drawing on or about December 3, 2018. The types of prizes awarded in each Weekly Drawing will be determined by Sponsor in its sole discretion; provided that, the total number of prizes per category (e.g., Grand Prize, First Prize, etc.) will be awarded at random in the Sweepstakes. The winners will be selected by the Administrator (defined below) whose decisions are final and binding.
- 6. ELIGIBILITY:** Sweepstakes open only to legal residents of the United States residing in the 50 United States or 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.
- 7. GENERAL TERMS:** No substitution of a prize is offered and no transfer of a 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 a prize unless otherwise required by law. All other expenses on the receipt and use of a prize not specifically mentioned herein are solely the responsibility of the winners. Any portion of a prize not accepted by a

winner will be forfeited. Each winner's first name, last initial, hometown and state will be disclosed on Winners' 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 Sponsor and Administrator. 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.

- 8. WINNER NOTIFICATION:** Potential winners will be notified by email at the email address provided at the time of entry. If winner notification is returned as undeliverable and winner has not notified Sponsor of the change in email 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. Allow 6-8 for delivery of prize following completion of notification process. Prizes will only be delivered to addresses within the United States (no P.O. Boxes).
- 9. 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. Each 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.

10. 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.

11. 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 Sweepstakes 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

12. WINNERS' NAMES: For the first name, last initial, hometown and state of the winners, mail in a self-addressed, first class-stamped envelope to: Work Hard Play Hard Sweepstakes, PO Box 251328, West Bloomfield, MI 48325, by January 30, 2019.

13. SPONSOR: The Hershey Company, 100 Crystal A Drive, Hershey, PA, 17033.
www.thehersheycompany.com/.

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