

REESE Game Time T's Contest

OFFICIAL RULES

1. Contest Period

The REESE™ Game Time T's Contest (the "**Contest**") begins at 12: 00 noon Eastern Time ("**ET**") on September 1, 2017 and ends at 11:59:59 p.m. ET on December 23, 2017 (the "**Contest Period**"). By participating in the Contest, each entrant agrees to abide by and be bound by these Official Rules and all decisions of Hershey Canada Inc. (the "**Sponsor**") which shall be final and binding, without right of appeal, in all matters relating to this Contest.

2. Eligibility

The Contest is open to legal residents of Canada who have reached the age of majority in their province of residence as of the date of entry. Excluded from eligibility are the officers, directors, employees, agents and representatives of Sponsor, Mosaic Sales Solutions Canada Operating Co., Anomaly, Prize Logic, the National Hockey League ("**NHL**"), and its member clubs, NHL Enterprises L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC, any Contest judges, and each of their respective parents, subsidiaries, affiliates, advertising and promotion agencies (collectively, the "**Promotion Entities**"), and members of the immediate families (defined as parents, siblings, children and spouses, regardless of where they live) or households (whether or not related) of such officers, directors, employees, agents and representatives.

3. How to Enter

NO PURCHASE NECESSARY. Internet access and email address required. There are two (2) ways to enter.

A. To enter with purchase:

To enter, visit a participating retail store in Canada during regular store hours during the Contest Period and purchase any two (2) products manufactured or imported by Sponsor (the "**Participating Products**").

Then, visit www.reesetime.ca (the "**Contest Website**") during the Contest Period and click on the icon, banner or text link to access the Contest entry page. Complete the online registration form (you only need to register once). Take a digital picture (a "**Photo**") of the original store receipt that shows the purchase of the two (2) Participating Products (the "**Product Receipt**"), complete the online entry form, upload the Photo on the Contest Website during the Contest Period and click on "Submit". Once registered, you can follow the instructions to re-enter a different unique Product Receipt for subsequent entries. Each entrant must register him or herself. All fields must be completed unless indicated as optional. **Limit** of one (1) purchase entry per person per day, regardless of method of entry.

Your Photo must:

- (a) be an original photograph, on which no image editing software has been used;
- (b) clearly show the original Product Receipt, such that both Contest Products are shown on same the Product Receipt, and be easily legible in the Photo. Other non-participating items can be on the same receipt;
- (c) not include anything other than a photo of the Product Receipt;
- (d) be saved as a jpeg, gif or .png file and not exceed 5MB ; and
- (e) be solely owned by the entrant and taken specifically for this Contest.

Each Photo must meet all requirements set forth in these Official Rules to be eligible. Each receipt will be moderated upon upload to ensure entry meets all contest requirements. If receipt is deemed invalid, person will be notified within 96 hours. Once submitted, a Photo cannot be deleted or modified. Unique submissions only; no photocopies or other reproductions of Product Receipts permitted. Retain your original Product Receipt. Sponsor reserves the right to verify Product Receipt prior to declaring a winner. All Photos become property of the Sponsor.

B. To enter without purchase:

To enter, take a photo of any two (2) products manufactured or imported by the Sponsor (the “**Participating Products**”) during the Contest Period.

Then, visit www.reesetime.ca (the “**Contest Website**”) during the Contest Period and click on the icon, banner or text link to access the Contest entry page. Complete the online registration form (you only need to register once). Take a digital picture (a “**Photo**”) of any two (2) Participating Products, complete the online entry form, upload the Photo on the Contest Website during the Contest Period and click on “Submit”. Each entrant must register him or herself. All fields must be completed unless indicated as optional. **Limit** of one (1) without purchase entry per person per day, regardless of method of entry.

Your Photo must:

- (a) be an original photograph, on which no image editing software has been used;
- (b) clearly show the two (2) Participating Products, and be easily legible in the Photo;
- (c) be saved as a jpeg, gif or .png file and not exceed 5MB ; and
- (d) be solely owned by the entrant and taken specifically for this Contest.

Each Photo must meet all requirements set forth in these Official Rules to be eligible. Each photo of Participating Products will be moderated upon upload to ensure entry meets all contest requirements. If photo is deemed invalid, person will be notified within 96 hours. Once submitted, a Photo cannot be deleted or modified. Unique submissions only; no photocopies or other reproductions of images permitted. All Photos become property of the Sponsor.

The Sponsor's computer shall be the official time-keeping device for the purposes of this Contest, and decisions made as to eligibility of a no purchase request made by Sponsor or its representatives are final and without appeal.

4. Prizes

There are three thousand (3000) prizes available to be won at the outset of the Contest, each consisting of a REESE brand hockey t-shirt (the "**Prize**"). The Prize is available in three (3) designs, including one thousand (1000) goalie mask designs, one thousand (1000) hockey puck designs, one thousand (1000) hockey stick designs. The winner may select which design s/he wants, while supplies last. The number of Prizes available to be won will diminish as claimed during the Contest Period. Approximate retail value ("**ARV**") of each Prize is twenty dollars (\$20). Limit of three (3) Prizes per person throughout the Contest Period.

Prizes must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right, at its sole discretion, to substitute a prize of greater or equivalent monetary value if a Prize cannot be awarded as described for any reason. Prizes will be delivered to verified winners only to an address in Canada. Please allow four (4) to six (6) weeks for delivery. Sponsor will not replace any lost or stolen Prize. Any other costs or expenses associated with the Prize not specified herein will be the responsibility of selected winners.

5. Winner Selection

Randomly selected winning times will be determined at the outset of the Contest Period. Each winning time will be approximately every 54.7 minutes during the Contest Period. If an entry is received at the winning time, that entrant will be eligible to win a Prize. If no entry is received, then the next entrant to play after the winning time will be eligible to win.

6. Selected Entrant Verification and Prize Claim Conditions

Once you upload the Photo of your Product Receipt or submit your no purchase entry in accordance with Rule 3, the selected entrant will be notified immediately on the Contest Website if s/he is eligible to win. In order to be declared a winner, selected entrant(s) must: (i) correctly answer a time-limited mathematical skill-

testing question to be administered on the Contest Website or by email, respectively; and (ii) if requested, must sign and return to Sponsor a written declaration and release form, releasing the Promotion Entities from any liability in connection with this Contest or the use, misuse, awarding or possession of the Prize (the “**Release**”); and, (iii) otherwise comply with these Official Rules.

Return of any prize or winner notification as undeliverable, non-response by selected entrant, failure to provide proof of eligibility (if requested), Release, or other required documentation in a timely manner and failure to correctly answer the skill-testing question, or other non-compliance with these Official Rules may result in disqualification, forfeiture of the Prize and, at Sponsor’s sole discretion, selection of an alternate eligible entrant for the forfeited prize in accordance with these Official Rules, who will be subject to disqualification in the same manner.

7. Right to Void / Terminate / Suspend / Modify

Sponsor reserves the right, subject to the approval of the *Régie des alcools, des courses et des jeux* (the “**Régie**”) with respect to legal residents of Quebec, to terminate, suspend or modify this Contest, in whole or in part, at any time and without notice or obligation if, in Sponsor's sole discretion, any factor interferes with its proper conduct as contemplated by these Official Rules. Without limiting the generality of the foregoing, if the Contest, or any part thereof, is not capable of running as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, programming errors, production errors, or technical failures, which, in the sole discretion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor may, in its sole discretion and subject only to the approval of the Régie in Quebec, void any suspect entries and: (a) terminate the Contest, or any portion thereof; (b) modify or suspend the Contest, or any portion thereof, to address the impairment and then resume the Contest, or relevant portion, in a manner that best conforms to the spirit of these Official Rules; and/or (c) award the prizes from among the eligible, non-suspect entries received up to the time of the impairment in accordance with the winner selection criteria discussed above.

Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process, the operation of the Contest and/or Contest Website, violates the Official Rules, or acts with intent to annoy, abuse, threaten or harass any other person.

8. Limitation of Liability and Releases

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT SPONSOR, CONTEST JUDGES, PROMOTION ENTITIES AND PARTICIPATING RETAILERS HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES,

LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM THE CONTEST, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE. FURTHER, BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT SPONSOR, CONTEST JUDGES AND PROMOTION ENTITIES HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM: A) ENTRY OR PARTICIPATION IN THIS CONTEST, INCLUDING ACCESS TO AND USE OF THE CONTEST WEBSITE, OR B) ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to you.

Without limiting the foregoing, Sponsor, Contest judges and the Promotion Entities, and any of Sponsor's other suppliers or contractors, shall not be responsible for: (a) any incomplete or inaccurate information that is caused by any of the equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in connection with the Contest administration including without limitation production of Contest materials or the processing of submissions in the Contest; (b) lost, interrupted, or unavailable network, server, service provider, on-line systems or any other connections; (c) the theft, destruction, loss or unauthorized access to, or alteration of, entries; (d) any problems with, or malfunctions or failures of, or delays associated with computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (e) late, lost, illegible, damaged or garbled entries, transmissions or miscommunications; (f) failure of any communications to be received by or from the Contest judges or Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (g) damage to a user's computer equipment (software or hardware) occasioned by participation or downloading of materials related to this Contest or in connection with the Contest Website; (h) printing, distribution, programming, manufacturing or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; or (i) technical, pictorial, typographical or editorial errors or omissions contained herein. In no event will more than the stated number of prizes be awarded. In the event that production, manufacturing, technical, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all eligible prize claims.

9. Protection Of Personal Information and Publicity Release

Sponsor and its authorized agents will collect, use, and disclose the personal information you provide when you enter the Contest for the purposes of

administering the Contest and prize fulfillment. You may be offered the opportunity to receive additional communications from Sponsor or its partners about its products, and upcoming contests and promotions. Your personal information will be collected and stored on servers located at Prize Logic in the United States, and may therefore be subject to the laws of the U.S.A. and other jurisdictions.

By accepting a Prize, winner agrees to Sponsor's use of his/her name, city/province of residence, picture, biographical information, statements, voice and likeness in any advertising and publicity Sponsor and its respective successors, assigns and licensees may conduct relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, without further compensation or notice, and hereby releases Sponsor and the Promotion Entities from any liability with respect thereto. For further information about Sponsor's privacy practices, please see Sponsor's Privacy Policy at <http://www.thehersheycompany.com/privacy-policy.aspx>.

10. General Conditions

All entries become the property of Sponsor and will not be returned and no correspondence will be made with or entered into except with selected entrant(s). By participating in the Contest, each entrant agrees that Sponsor, Contest judges and the Promotion Entities have not made, with respect to each of their own products/services provided as a prize or part thereof (if applicable), any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prize and specifically disclaim all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose. Winning a prize is contingent on fulfilling all the requirements set forth herein. Mass entries, automated entries, entries submitted by third parties, and any entries or prize claims that are late, incomplete, fraudulent, illegible, unidentified or delayed will be void. Participating Products, Photos, Essays, or Product Receipts that have been altered, tampered with, contain printing, manufacturing, shipping or production errors, or which are unclaimed at the close of the Contest Period are void. All entries and prize claims are subject to verification. Proof of entry submission does not constitute proof of receipt. Entrants agree to abide by these Official Rules. Decisions of Sponsor and/or any independent Contest judging organization will be final and binding on all matters pertaining to this Contest. Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited. Sponsor reserves the right to correct any typographical, printing, production, manufacturing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. If

any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Sponsor his/her prize, or the cash value thereof. WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

In the event of a dispute as to the identity of the person who submitted any entry, the authorized account holder of the email address submitted at registration will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an access provider, service provider, or other person or organization responsible for assigning email addresses for the account associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

11. Legal Residents of Quebec Only

Any litigation respecting the conduct or the organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.