

**HERSHEY®'S LACROSSE CHAMPIONSHIP SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. SWEEPSTAKES BEGINS MAY 1, 2011 AND ENDS MAY 21, 2011. SWEEPSTAKES ONLY OPEN TO LEGAL RESIDENTS OF THE UNITED STATES RESIDING IN CONNECTICUT, MARYLAND, MASSACHUSETTES, NEW HAMPSHIRE, NEW JERSEY, NEW YORK, PENNSYLVANIA, RHODE ISLAND, VIRGINIA, WASHINGTON D.C. AND WEST VIRGINIA, WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID OUTSIDE OF CT, DC, DE, MD, MA, NH, NJ, NY, PA, RI, VA, WV AND WHERE PROHIBITED.

1. HOW TO ENTER: NO PURCHASE NECESSARY TO PARTICIPATE IN SWEEPSTAKES. Sweepstakes begins May 1, 2011 and ends on May 21, 2011 ("Sweepstakes Period"). When you visit a participating location of Giant Food Stores LLC, Giant of Maryland LLC, or The Stop & Shop Supermarket Company LLC, during the Sweepstakes Period, and purchase five (5) or more HERSHEY®'S products in a single store check-out transaction, you will receive one printout from the Checkout Printer that will contain an Official Entry Form. During the Sweepstakes Period, hand print your name, address, daytime and evening phone numbers and date of birth on an Official Entry Form and mail in a first-class stamped envelope to: HERSHEY®'S Lacrosse Championship Sweepstakes, P.O. Box 1108, Young America, MN 55594-1108. **To enter for free without making a purchase:** (i) visit a participating location of Giant Food Stores LLC, Giant of Maryland LLC, or The Stop & Shop Supermarket Company LLC to obtain an entry form without making a purchase, while supplies last **or** (ii) hand print your name, address, daytime and evening phone numbers and date of birth on a 3" x 5" piece of paper **and** mail the completed form or the 3" x 5" piece of paper in a first-class stamped envelope to: HERSHEY®'S Lacrosse Championship Sweepstakes, P.O. Box 1108, Young America, MN 55594-1108. All entries must be postmarked by May 23, 2011 and received no later than May 31, 2011 to be eligible for the drawing. Enter as often as you like, but each mail-in entry must be mailed separately in a hand-addressed, postmarked outer envelope. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed by The Hershey Company ("Sponsor") for lost, late, illegible, incomplete, stolen, postage-due or misdirected entries or mail. Submissions become property of the Sponsor, and none will be returned.

2. PRIZE: One (1) Prize. Prize consists of a trip for winner and three (3) of winner's guests to the 2012 Lacrosse Championship in Boston/Foxborough, Massachusetts on May 27, 2012. Approximate Retail Value: \$3,250.00. Trip includes: Quad-occupancy standard hotel accommodations for winner and three (3) guests for three (3) nights and \$500.00 spending money (payable to winner in the form of a check). If prize winner's

residence is not located within 250 miles of Boston/Foxborough, MA, round-trip coach air transportation (from major airport near winner's home within the U.S.) will be provided for the winner and his/her guests, at the sole discretion of the Sponsor. Winner and guests must travel on the same flight itinerary and comply with all security requirements. Winner and guests must have all necessary identification and/or travel documents (e.g. a valid U.S. driver's license) required for travel within the United States, within seven (7) days of travel. If winner is eligible, but a minor in his/her state of residence, the travel guest must be winner's parent or legal guardian. All minor guests on trip must be accompanied by minor's parent or legal guardian who must be the winner or one of winner's guests. Minors must be accompanied at all times during trip (including, but not limited to, in-flight, hotel stay and all prize-related events) by minor's parent or legal guardian. Winner and guests must travel on dates as specified by Sponsor. Exact travel dates to be determined at a later date, by Sponsor, in Sponsor's sole discretion. Winner must accept prize as stated or prize may be forfeited in its entirety and may be awarded to an alternate winner. Selection of airport, airline, hotel, event seating assignments, and travel dates are at Sponsor's sole discretion. Sponsor assumes no responsibility for cancelled, delayed, suspended or rescheduled events (including airline flights) beyond its control. Meals, gratuities, luggage fees, incidental hotel charges and any other travel-related expenses not specified herein are the sole responsibility of winner and guests. All other expenses not specifically mentioned herein are solely the responsibility of winner and guests. All travel and accommodations are subject to availability, change and restrictions. Actual value of trip prize depends on city, day, and time of departure. The difference between stated value and actual value will not be awarded to winner. Odds of winning a prize depend upon the number of entries received. If a prize offered becomes unavailable for any reason, Sponsor reserves the right to provide an alternate prize of equal or greater value.

3. DRAWING: Winner will be selected in a random drawing from among all eligible entries received. Drawing will be conducted on or about June 2, 2011 by an independent judging agency whose decisions are final and binding.

4. ELIGIBILITY: Sweepstakes open only to legal residents of the United States residing in CT, DC, DE, MD, MA, NH, NJ, NY, PA, RI, VA, and WV, who are 18 years of age or older as of the date of entry. Employees, officers and directors of Sponsor, Giant Food Stores LLC, Giant of Maryland LLC, or The Stop & Shop Supermarket Company LLC, and 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.

5. GENERAL TERMS: No substitution of prize is offered, no transfer of prize to a third party is permitted, 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 or restricted by law. Prize winner will be solely responsible for all applicable

federal, state and local taxes on prize unless otherwise required by law. Winner 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. Any portion of a prize not accepted by winner will be forfeited. Winner's first name and initial of last name, 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.

6. WINNER NOTIFICATION: Potential winner will be notified by mail or phone at the address or phone number provided at the time of entry on or about June 7, 2011. 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 may be forfeited. Prize winner and guests will be required to sign and return an Affidavit of Eligibility/Liability & Travel Release 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. If prize is won by an eligible entrant who is a minor in his/her state of residence, prize will be awarded to minor's parent or legal guardian who must sign and return all required documents.

7. 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 any travel related thereto, or 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. Except where prohibited by law, winner grants 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.

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 entrants 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. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts located in the Middle District of Pennsylvania.

9. WINNERS LIST: For the first initial, last name, city and state of the winner, mail in a self-addressed, first-class, stamped envelope to: HERSHEY®'S Lacrosse Championship Sweepstakes Winner's List, 6961-797, P.O. Box 3450, Young America, MN 55558-3450 by June 30, 2011.

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

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