

**Taste the Good Life Sweepstakes
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. THIS PROMOTION IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. The Taste the Good Life Sweepstakes (the "Promotion") begins at 12:00:01 AM Central Time ("CT") on March 1, 2024 and ends at 11:59:59 PM CT on April 30, 2024 (the "Sweepstakes Period"). The Promotion contains a game of chance ("Sweepstakes"). The computer clock of the Sponsors' agency (Poppin' Jay, Inc.) is the official time-keeping device in the Promotion.

1. SPONSORS: Sweepstakes is sponsored by The Hershey Company located at 19 East Chocolate Avenue, Hershey, PA 17033 and RVshare, LLC located at 155 Montrose West Avenue, Akron, OH 44321 ("Sponsors").

2. ELIGIBILITY: Sweepstakes is open to legal residents of the 48 contiguous United States (excluding Alaska, Hawaii, and Puerto Rico) or the District of Columbia, who are at least 25 years of age as of date of entry. Employees and their immediate family members of Sponsors, Poppin' Jay, Inc. d/b/a Blue Chip, Ventura Associates International LLC ("Administrator"), The Hershey Company, their parent companies, affiliates, subsidiaries, advertising agencies, promotion agencies involved in this Sweepstakes (collectively, the "Sweepstakes Entities") are not eligible to participate or win. Void in any state not listed above and where prohibited by law. All federal, state, and local laws and regulations apply.

The term "immediate family members" means parents, step-parents, children, step-children, siblings, step-siblings, spouses or grandparents, regardless of where they live.

Winners must have a valid driver's license, see Section 4 below for details. By participating, you agree to abide by and be bound by these Official Rules, and the decisions of Sponsors and its Administrator are final and binding in all respects.

3. HOW TO ENTER: During the Sweepstakes Period, visit www.FulfilSweeps.com ("Website"), and follow the onscreen instructions to complete and submit your true and correct information on the entry form in the required fields (required fields include: your first and last legal name, full mailing address and email address) and pressing the "Submit" button. Upon completing the foregoing instructions, you will receive one (1) entry into the Sweepstakes. Limit one (1) entry per person throughout the Sweepstakes Period. At Sponsors' sole discretion, Sponsors may disqualify all entries associated with the entrant if discovered entrant submitted multiple entries using a different identity. Incomplete entries will not be accepted. Entries submitted via bots or other forms of automatic entry will be disqualified. Multiple entrants are not permitted to share the same email address. Sponsors may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deceiving or using other unfair playing practices, or acting in any unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person, or otherwise violating these Official Rules. Sponsors reserve the right to cancel, modify, or suspend the Sweepstakes at any time without notice, if fraud, technical failures, any unanticipated occurrence that is not fully addressed in these Official Rules or any other errors or other causes corrupt the administration, security, or integrity of the Sweepstakes. In the event of cancellation, Sponsors reserve the right to select the winners by random drawing from among all eligible, non-suspect entries received up to the time of such cancellation, and in a manner determined by Sponsors to be fair, appropriate, and consistent with these Official Rules. Notice of any such cancellation, modification or suspension will be posted on the Website. If there is a dispute as to the identity of an entrant, the prize will be awarded to the authorized account holder of the email address associated with the winning entry. The "Authorized Account Holder" is defined as the natural person to whom the email address is assigned by an online service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. If a dispute cannot be resolved to Sponsors' satisfaction, the affected entry will be deemed ineligible. Internet access charges imposed by your online service provider may apply. If you are using a mobile device to enter the Sweepstakes, standard data rates may apply from your wireless carrier. All received entries become the property of Sponsors and will not be acknowledged.

Any social media share offered on the Website for entrants to post is for entertainment purposes and do not affect the odds of winning a prize in this Sweepstakes or result in any additional entry in the Sweepstakes.

4. PRIZES: Three (3) grand prizes (each a “Grand Prize”) will be awarded, one Grand Prize to each of the three (3) winners (each a “Winner” and collectively, the “Winners”). Each Grand Prize consists of: \$1,500 RVshare credit/voucher to be applied towards a recreational vehicle (“RV”) rental of winner’s choice. Once the Winners have been selected, each Winner will receive an email that includes information on how to contact an RVshare booking agent and redeem their RVshare credit/voucher. Advance booking may be required and RV rental is subject to availability; certain restrictions and blackout dates may apply. The specifics of the RV rental shall be solely determined by RVshare. Winners must have a valid driver’s license for their chosen RV rental at time of booking and during the term of the RV rental period. Each RV rental is subject to its RV owner’s terms and RVshare Terms of Service available at <https://rvshare.com/terms-of-service>. Each Winner must agree to comply with all terms and enter an agreement with RVshare for rental of the RV, including, but not limited to: minimum age requirement, maintain all applicable insurance and requirement to obtain RVshare insurance protection for renters, present a major valid credit card at the time of booking to cover for any damages, excess wear and security deposit, and any additional over-mileage charges. The RVshare credit/voucher may be used for all RVshare charges, including RVshare insurance protection for renters. Sponsors expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded. Sponsors make no representation or warranties concerning the prize awarded. Within 60 days of prize notification, each Winner must provide travel dates and rental details (e.g., location, etc.) when they would like to use the RV rental and must use the RV rental within six (6) months, or Winner forfeits all rights to the prize. RVshare credit must be applied to one trip only and cannot be distributed across several trips. Actual RV rental value may differ, among other things, existing rates at time of booking, type/size/condition of RV, and location of RV rental. Any unused RVshare credit will not be awarded after booking. Any expenses over the \$1,500 RVshare credit will be the Winner’s sole responsibility. Once an RV rental is booked, it is considered final and no changes will be entertained and Sponsors will be deemed to have awarded the prize to the Winner with Winner assuming full responsibility to rent the RV directly from the RV owner according to its terms and conditions. If a Winner is not approved for an RVshare for violation of RVshare requirements (such as any moving vehicle violation within the past 3 years), as determined solely by RVshare, Winner will forfeit all rights to the prize and the prize will not be awarded to another Winner.

Approximate retail value (“ARV”) of each Grand Prize: \$1,500. Total ARV of all prizes: \$4,500. Limit: one (1) prize per person/household. Odds of winning a prize depend upon the total eligible entries received during the Sweepstakes Period.

No substitution permitted. Prizes are not redeemable for cash, non-transferable and non-refundable. Sponsors reserve the right, in its sole discretion, to substitute a prize with a prize of comparable value if the prize becomes unavailable for any reason. All prizes are awarded as is. In no event will more prizes be awarded than those listed above. Prize images depicted in advertising and promotional materials may vary from the actual prize as any depiction of a prize is for illustrative purposes only. All federal, state, local, and other taxes on prize and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner.

5. WINNER SELECTION AND NOTIFICATION: Winners will be selected from all eligible entries received during the Sweepstakes Period via a random drawing. Random drawings will be conducted on or about May 2, 2024. All potential winners will be notified via email with the information provided at time of entry within three (3) business days after the random drawings are conducted. Sponsors are not responsible for any change of email address and/or contact information of any entrants during the Sweepstakes Period or when prizes are being fulfilled. Potential winners will be required to complete and return a signed and notarized Affidavit of Eligibility/Liability and a Publicity Release (“Affidavit”) within seven (7) days as directed on the email notification. If the Affidavit is not returned completed within the date specified or if an Affidavit or prize notification is returned as undeliverable, or if a potential winner is otherwise found to be ineligible, or if a potential winner cannot accept/receive the prize for any reason, or if a potential winner fails to comply with these Official Rules, that potential winner will be disqualified and the corresponding prize may be awarded to an alternate winner by random drawing from remaining eligible, non-winning entries. Attempts will be made to contact and/or verify up to at least five alternate potential winners. If after five (5) attempts to verify a winner for an unfulfilled prize fail, the prize may not be awarded at Sponsors’ sole discretion. Each potential winner will be required to furnish his/her/their Social Security Number to the Administrator on the Affidavit. An Internal Revenue Service Form 1099-Misc will be filed in the name of the winner for the prize value awarded for the year in which the prize was made available to the winner. Sponsors shall have the right, but not the obligation, to make any deductions and withholdings that Sponsors deem necessary or desirable under applicable federal, state and local tax laws, rules, regulations.

6. LIMITS ON LIABILITY: By entering, you (i) agree to be bound by these Official Rules, including all eligibility requirements; (ii) agree to be bound by the decisions of Sponsors and the Administrator, which are final and binding in all matters relating to the Sweepstakes; and (iii) release, hold harmless, and indemnify Sweepstakes Entities, from, and hereby waive any claims to, all claims, losses, injury, damages, and liability of any kind to person(s), including death, or property damage arising directly or indirectly or relating to your acceptance, possession, use and/or misuse of a prize, and participation in the Sweepstakes, including privacy or right of publicity claims.

Entrants further understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state or territory of the United States that may be applicable with respect to the foregoing release are hereby expressly and forever waived. Entrants acknowledge that Section 1542 provides that: "A general release does not extend to claims which the creditor or releasing party does not know or suspect to exist in his or her favor at the time of executing the release, which, if known by him or her would have materially affected his or her settlement with the debtor or released party." Entrant acknowledges that the releases herein are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of such laws to preserve future unknown claims.

The Sweepstakes Entities do not warrant that access to the Sweepstakes will be uninterrupted and are not responsible for: (a) entries from persons residing, or physically located, outside the eligible area mentioned in section 2 above; (b) entries that are altered, delayed, deleted, destroyed, forged, fraudulent, improperly accessed, inaccurate, incomplete, interrupted, irregular in any way, misrouted, multiple, non-delivered, stolen, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Official Rules; (c) lost, interrupted or unavailable networks, servers, satellites, or other connection, availability, or accessibility problems arising in connection with or over the course of the Sweepstakes; (d) failure of personal computers and/or software and hardware configurations, any technical malfunctions, failures, or difficulties, clerical, typographical or other errors in connection with the administration of the Sweepstakes, the processing of entries, or the offering or announcement of the prizes or in any prize notification documents; (e) any other errors of any kind relating to or in connection with the Sweepstakes, whether human, mechanical, clerical, electronic, or technical in nature; (f) the incorrect or inaccurate capture of information, or the failure to capture any information in connection with the Sweepstakes, or (g) damage to entrant's system occasioned by participation in this Sweepstakes.

In the event Sponsors are prevented from continuing with the Sweepstakes or awarding the prize as contemplated herein by any event including, but not limited to, fire, flood, natural or man-made epidemic of health, earthquake, explosion, labor dispute or strike, act of God or public enemy, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, state or local government law, order, or regulation, any other errors or other causes corrupt the administration, security, or integrity of the Sweepstakes, or any unanticipated occurrence that is not fully addressed in these Official Rules (each a "Force Majeure" event or occurrence), then Sponsors shall have the right to cancel, modify, or suspend the Sweepstakes. In the event of cancellation, Sponsors reserve the right not to award the prizes or select the winners by random drawing from among all eligible, non-suspect entries received up to the time of such cancellation, and in a manner determined by Sponsors to be fair, appropriate, and consistent with these Official Rules.

7. PUBLICITY: Sponsors and/or their respective agents may film, record and/or take photographs before/during/after any prize award session and may use the resulting footage, recordings or photographs for a range of purposes, including, without limitation, for marketing and promoting Sponsors' respective products and services and in any and all media worldwide (including but not limited to social media and all internet platforms). Entry and acceptance of a prize constitute permission for Sponsors and their designees to use each winner's name, prize won, social media profile, hometown, videos, photos, testimonials and likeness for online posting and promotional purposes without further permission, compensation or notification to any winner, except if prohibited by law (collectively "Advertising"). All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsors and/or their licensors, and each winner hereby waives and disclaims any claim of right to such Advertising. Such Advertising shall be solely under the control of Sponsors and/or their licensors, and each winner waives any claim of control over the Advertising content as well as any possible claims of misuse of such winning recipient's name, likeness or any other theory of law.

8. DISPUTES: If any part of these Official Rules is deemed to be invalid or otherwise unenforceable or illegal, the balance of these Official Rules will remain in effect and will be construed in accordance with its terms as if the invalid or illegal provision were not contained herein. Except where prohibited, entrants agree that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes

or any prize awarded must be resolved individually, without resort to any form of class action, and exclusively by a federal or state court located in New York, NY; (b) the Sweepstakes will be governed and enforced pursuant to the laws of the State of New York and the federal laws of the United States of America, without regard to the conflicts of laws provisions thereof; (c) any and all claims, judgments and awards will be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (d) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM INDIRECT, 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. PRIVACY: By participating in this Sweepstakes, you acknowledge and agree that your personal information supplied to Sponsors may be used by Sponsors for internal marketing purposes. Information provided by you will be treated consistent with Sponsors' privacy policies, which can be located at https://www.thehersheycompany.com/en_us/home/privacy-policy.html and <https://rvshare.com/privacy-policy>. The Administrator will also have access to your personal information for purposes of administering this Sweepstakes. If you are selected as a winner, your information may also be included in a publicly available winners list.

10. WINNERS LIST: For winners' information, available after all winners are verified, send a self-addressed, stamped envelope (by May 31, 2024) to: Taste the Good Life Sweepstakes Winners, c/o Ventura Associates, Ref# WG, 494 Eighth Ave, Suite 1700, New York, NY 10001.

11. ADMINISTRATOR: Ventura Associates International LLC, 494 Eighth Ave, Suite 1700, New York, NY 10001.