



THE GREAT HERSHEY QUEST SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Hershey Entertainment & Resorts Company (hereinafter referred to as "Sponsor") presents the "Great Hershey Quest Sweepstakes" ("Sweepstakes"). Sponsor reserves the right to cancel the Sweepstakes without notice for any reason and to modify or extend the Sweepstakes Period, as determined by Sponsor in its sole discretion.

1. GRAND PRIZE. One Grand Prize winner will receive the "Ultimate Chocolate Getaway" in Hershey, Pennsylvania. Grand prize package includes: accommodations for four (4) people at the Hershey Lodge for two (2) nights, four (4) 2-day passes to Hersheypark during the 2011 summer season, one (1) day cabana rental at The Boardwalk at Hersheypark, eight (8) meal tickets valid at select food stands inside Hersheypark, four (4) admissions to the "Create Your Own Candy Bar" attraction at Hershey's Chocolate World, admission for four (4) people to a class at the Chocolate Lab at the Hershey Story Museum, \$100 worth of Hershey's Chocolate and a tour of a Hershey's Chocolate Factory for four (4) people. The prize winner is responsible for all costs not specifically included in the Grand Prize package including, but not limited to, transportation (including all transportation costs), gratuities, incidentals, and meals. The Grand Prize is not redeemable for cash. Any interpretation of the Grand Prize shall be made within the Sponsor's sole discretion. The prize is not transferable. No prize substitutions, exchanges, or cash equivalents will be permitted by the prize winner, except that the Sponsor reserves the right to substitute a prize of comparable or greater value if deemed necessary by Sponsor in its sole discretion.

2. HOW TO ENTER. Sweepstakes begins at 9:00 AM on February 1, 2011 and expires at 5:30 PM on February 28, 2011 ("Sweepstakes Period"). Participants age 18 or older may enter the Sweepstakes by completing an official entry form during the Sweepstakes Period. One entry per person. Official entry forms may be dropped off at the Hershey Story Museum or mailed to: Promotions Dept., HE&R 27 West Chocolate Avenue, Hershey, PA 17033. Once submitted the registration materials will become the exclusive property of Sponsor and will not be returned. By participating in the Sweepstakes, all participants agree to be bound by these Official Contest Rules and the decisions of HE&R, which are final, and waive any right to claim ambiguity in the Official Contest Rules. Participants who fail to comply with any of the Official Rules of the Sweepstakes may be disqualified from the Sweepstakes at the sole discretion of Sponsor.

3. ENTRY FORMS. Sponsor is not responsible for late, lost, damaged, illegible entries, or other errors of any kind. Sponsor is not responsible for late, lost, damaged, misdirected, illegible, incomplete or postage-due prize claims or requests. Furthermore, Sponsor retains the right to disqualify any entry that has been incorrectly completed and/or submitted.

4. ELIGIBILITY. The Sweepstakes is open only to legal residents of the United States of America who are age 18 or older, except employees of Sponsor, its parent company, subsidiaries or any advertising agencies or promotional suppliers participating in this Sweepstakes, including but not limited to, and the immediate families or household members of each are not eligible to participate in this Sweepstakes. Void where prohibited or restricted by law.

5. ODDS OF WINNING. The odds of winning the Grand Prize depend solely on the total number of eligible entries received by Sponsor during the Sweepstakes Period.

6. SELECTION OF WINNER. The Grand Prize winner will be chosen on or about March 7, 2011 from a random drawing of all eligible entries received during the Sweepstakes Period. The winner will be notified by telephone on or about March 7, 2011. After the winner is chosen, alternate(s) will be selected on an as-needed basis in the event that the winner is ineligible, declines the prize, or cannot be located. Entrant does not need to be present to win. The prize is subject to verification. The Grand Prize winner will be required to sign and return a Winner's Affidavit of Eligibility and Release at the time of the award of the prize, or the prize will be forfeited.

7. PUBLICITY RELEASE/GRANT OF USE. By entering into this Sweepstakes, participants hereby grant Sponsor and its employees, officers, directors, agents, representatives, assigns, and affiliates, and their sponsors and their representatives, including any publishers or advertising media the right to use, copyright, advertise publicly or put to any other purpose, a participant's image, likeness, photograph, and statement(s), recorded or live voice, and the name and address of a participant (hereinafter referred to as the "GRANT OF USE"), received by Sponsor in connection with the Sweepstakes, and each participant hereby release Sponsor from any liability with respect thereto. Permission is granted by participants for any use, now or in the future, in connection with the Sweepstakes and/or the marketing of Sponsor. This GRANT OF USE is binding on participants and their parents/legal guardians' heirs, assigns, executors, administrators and representatives.

8. GENERAL LIABILITY RELEASE. Participants agree that Sponsor and its representatives, affiliates, owner, directors, officers, employees and assigns of each (the "Released Parties") (a) shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Sweepstakes or in any Sweepstakes-related activity, including, but not limited to, travel, or the award, acceptance, receipt, possession, use or misuse of the prize(s), and (b) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prize(s), including, without limitation, to any prizes quality or fitness for a particular purpose.

9. DISPUTES. Except where prohibited by law, as a condition of participating in this Sweepstakes agree under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participants actual out-of-pocket expenses (e.g., costs associated with entering this Sweepstakes), and participants further waive all rights to have damages multiplied or increased.

10. GOVERNING LAW. Except where prohibited by law, this Sweepstakes shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania. Participants hereto consent and agree that all legal proceedings relating to the subject matter of this Sweepstakes shall be maintained in the Court of Common Pleas of Dauphin County, Pennsylvania or, if applicable, the United States District Court for the Middle District of Pennsylvania (Harrisburg division), and participants consent and agree that jurisdiction and venue for such proceedings shall lie exclusively with such courts.

11. TAXES. The prize winner is responsible for compliance with all applicable rules, laws, and regulations, including, but not limited to, payment of applicable federal, state, and local income taxes.

12. WINNERS LIST/RULES REQUEST. For the name of the prize winner and/or to obtain a copy of the Official Rules, please send a self-addressed, postage-paid envelope to: "The Great Hershey Quest Sweepstakes", c/o HE&R Promotions Dept., 27 W. Chocolate Avenue, Hershey, Pennsylvania 17033 by March 31, 2011.

13. SPONSORS. Hershey Entertainment & Resorts Company, 27 W. Chocolate Avenue, Hershey, PA 17033.