

**FLASH FOODS/HERSHEY "Sweet Rewards" (\$50 VALUE GIFT CARD) GIVEAWAY
OFFICIAL RULES**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT
INCREASE YOUR CHANCES OF WINNING**

The following Sweepstake is intended for residents of Florida and Georgia only and shall only be construed and evaluated according to the laws of the United States. Do not enter this Sweepstakes if you are not a resident of Florida or Georgia at the time of entry.

1. TWO WAYS TO ENTER:

A) Beginning 12:00 AM Eastern Daylight Time ("EDT") on 7/4/11 through 11:59 PM (EDT) on 7/31/11, each time you purchase any king size HERSHEY product using your Flash Foods "Rewards In A Flash" Loyalty Card or GOBlue Payment Card at participating Flash Foods stores in the states of Georgia and Florida you are automatically entered into the Grand Prize Drawing for the day of your purchase. To update or verify your "Rewards In A Flash" Loyalty Account Contact Information, please log on to our website at www.flashfoods.com or call 1-877-362-0959, Option 1.

B) NO PURCHASE NECESSARY: To enter by mail without making a purchase, on a plain piece of 3" x 5" paper, hand print your complete name, street address (no P.O. Boxes), city, state, zip code, date of birth (mm/dd/yyyy), plus daytime and evening telephone numbers. (If you do not have a phone, indicate "No Phone". Failure to comply with this or any other official rule will result in disqualification.) Mail your entry in a hand addressed, business size #10 envelope with first-class postage affixed, to **FLASH FOODS/HERSHEY "Sweet Rewards" (\$50 VALUE GIFT CARD) GIVEAWAY**, Flash Foods, P.O. Box 2149 Waycross, Georgia 31502, to be received by 7/31/11. Limit one (1) mailed entry per person, per day, per stamped envelope. No mechanically reproduced entries permitted. Incomplete or illegible entries are void. Not responsible for lost, late, damaged, delayed, misdirected, postage-due entries or entries not received by the entry deadline.

2. RANDOM DRAWING: Grand Prize winners will be selected in a random drawing daily from among all eligible entries received from all methods of entry combined. One Grand Prize winner will be selected each day between 7/4/11 through 7/31/11. Decisions of judges are final. The Grand Prize winners will be posted on our website and at all Flash Foods locations each Monday during the promotional period (7/4/11-7/31/11). Winners will be required to contact a Flash Foods Customer Service Representative at 1-877-362-0959, Option 1 to claim their prize by 8/31/11. Odds of winning will depend upon the number of eligible entries received from all methods of entry combined.

3. PRIZE & APPROXIMATE RETAIL VALUE ("ARV"): (28) Grand Prize Winners will be randomly selected, one per day for the promotional period. Each winner will receive one Gift Card valued at \$50.

4. PRIZE RESTRICTIONS: No substitutions or cash equivalents permitted except at Sponsor's option for a prize of comparable or greater value. Prizes are non-transferable. Federal, state, and local taxes on prizes, if any, and any expenses related to acceptance and taking delivery of the prizes and to the use of prizes not specified are the responsibility of winners.

5. ELIGIBILITY: Open only to residents of the state of Georgia and Florida who are 18 years of age or older as of 7/4/11. Employees of Flash Foods, Inc. and each of their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this promotion) and their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible. Void outside Georgia and Florida and where prohibited by law.

6. NOTIFICATION OF WINNER: Potential Grand Prize winners must contact a Flash Foods Customer Service Representative at 1-877-362-0959, Option 1 to claim their winnings by 8/31/11. Noncompliance within this time period will result in disqualification. Sponsor reserves the right to substitute prize of equal or greater value. Each winner will receive their prize after they have claimed the prize and verified their current address and phone number via US Postal service by 9/30/11.

7. ADDITIONAL TERMS: Acceptance of prize constitutes permission to the Sponsor and the Promotional Participants to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Sponsor, the Promotional Participants and the directors, officers, employees and assigns of each, harmless against any and all claims, damages, losses, expenses and liability arising out of acceptance/use of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and

the decisions of the judges. The Sponsor and the Promotional Participants are not responsible for electronic, network or computer scanner failures or malfunctions, cards scanned incorrectly or other technical errors of any kind, lost, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware, software and other technical failures of any kind, including injury or damage to any person's computer relating to or resulting from participating in or experiencing any materials in connection with the promotion, unauthorized human intervention, failed, incomplete, garbled or jumbled transmissions or other errors of any kind, whether human, mechanical or electronic, including without limitation, the incorrect or inaccurate capture of entry information online, regardless of cause, that may limit a user's ability to participate in the promotion. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these official rules. INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION 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 INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right to cancel or modify the frequent shopper portion of the promotion if fraud, misconduct or technical failures destroy the promotion; or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the promotion as determined by Sponsor/judging agency/administrator, in their sole discretion. In the event of termination of the promotion, a notice will be posted online and in stores and the drawing will be conducted from among all entries received prior to termination. For purposes of determining eligibility and awarding of prizes, entries made via the Flash Foods "Rewards In A Flash" Loyalty Card will be declared made by the authorized account holder. Participant may be requested to provide Sponsor with proof that the participant is the authorized account holder of the Flash Loyalty Card associated with the account. Sponsor and the Promotional Participants are not responsible for any typographical or other errors in the printing, the offering, the announcement of any prize, or in the administration of the promotion.

8. **WINNERS LIST:** For a list of winners, send a self-addressed, stamped (#10) envelope to: **FLASH FOODS/HERSHEY "Sweet Rewards" (\$50 VALUE GIFT CARD) GIVEAWAY** Winners List, Flash Foods, P.O. Box 2149 Waycross, Georgia 31501, to be received by 7/31/11. The winning names will be posted on the Flash Foods website at www.flashfoods.com and updated with the winning names on a weekly basis. Please also check any Flash Foods locations for a list of winner's names.

NO PURCHASE NECESSARY. Open only to residents of the state of Georgia and Florida who are 18 years of age or older as of 7/4/11 and possess a valid U.S. driver's license. Void outside Georgia and Florida and where prohibited by law. Game starts on 7/4/11 and ends on 7/31/11. Subject to complete Official Rules on display at participating Flash Foods stores and online at www.flashfoods.com.