

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. SWEEPSTAKES ENTRY PERIOD BEGINS SEPTEMBER 1, 2008 AT 12:01 A.M. EASTERN TIME (ET*) AND ENDS AT 11:59 P.M. ET ON JANUARY 31, 2009 (THE "SWEEPSTAKES PERIOD"). SWEEPSTAKES ONLY OPEN TO LEGAL U.S. RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID IN PUERTO RICO AND WHERE PROHIBITED.

1. HOW TO ENTER: NO PURCHASE NECESSARY TO PARTICIPATE IN SWEEPSTAKES. There are two (2) ways to enter. **INTERNET:** Visit www.mycadburylife.com (the "Web Site") during the Sweepstakes Entry Period and click on the icon, banner or text link to access the Sweepstakes entry page. Follow the online instructions to complete the Official Online Entry Form and submit as instructed to register for sweepstakes. Online entries must be received no later than 11:59 p.m. ET on January 31, 2009 to be eligible to win. Limit one (1) online entry per name per e-mail address per day. The Hershey Company's ("Sponsor") computer is the official time keeping device for this sweepstakes. Proof of e-mailing does not constitute proof of delivery or entry. Any attempt to submit more than the maximum number of entries using multiple/different email addresses, identities or any other methods may void that participant's entry. Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified. **MAIL:** Hand print your name, address, daytime and evening phone numbers and date of birth on a 3" x 5" piece of paper and mail in a first-class stamped envelope to: Cadbury "British Virgin Islands" Sweepstakes, P.O. Box 1007, Young America, MN 55594-1007. All entries must be postmarked by January 31, 2009 and received no later than February 9, 2009 to be eligible for the drawing. Limit one (1) mail-in entry per name per address per day. Each mail-in entry must be mailed separately in a hand-addressed, stamped 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. No other forms of entry are valid other than those set forth above. All entry information becomes the property of the Sponsor. **2. PRIZES:** Two (2) Grand Prizes. Each Grand Prize consists of a trip for winner and one (1) guest to the British Virgin Islands. The prize includes round-trip coach air transportation (from major airport near winner's home within the U.S.), standard hotel accommodations (double-occupancy) for six (6) nights, and \$1,000 in spending money awarded in the form of a check (made payable to the winner). Approximate retail value (ARV): \$4,300.00 each. Total ARV of both prizes is \$8,600.00. Actual value of trip prize depends on city, day, and time of departure. Winner and guest must travel on the same flight itinerary and comply with all security requirements. Winner and guest must have all necessary identification and/or travel documents (e.g. a valid U.S. driver's license or passport) required for travel. A minor guest (under age 18) on trip must be accompanied by minor's parent or legal guardian who must be the winner. Winner and guest must travel by November 30, 2009. 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, and travel dates are at Sponsor's sole discretion. Sponsor assumes no responsibility for cancelled, delayed, suspended or rescheduled airline flights beyond its control. All other expenses not specifically mentioned herein are solely the responsibility of winner and guests. All travel and accommodations are subject to availability, blackout periods, change and restrictions. Limit one (1) prize per name, address and/or household. The difference between any stated value and actual value will not be awarded to winner. Odds of winning a prize depend upon the number of entries received. **3. DRAWING:** Winners will be selected in a random drawing from among all eligible entries received. Drawing will be conducted on or about February 12, 2009 by an independent judging agency whose decisions are final and binding. **4. ELIGIBILITY:** Sweepstakes open only to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older as of the date of entry. Employees, officers and directors of Sponsor and all of 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 where prohibited or restricted by law. Prize winner will be solely responsible for all applicable federal, state and local taxes on prize. If applicable, 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 initial, last name, hometown and state will be disclosed on Winners 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. The entry information provided is subject to the Privacy Policy on the above stated Web site. To read that Policy, access the Web site and then access the Privacy Policy. **6. WINNER NOTIFICATION:** Potential winners will be notified by mail or phone at the address or phone number provided at the time of entry. If winner notification is returned as undeliverable without a forwarding address or if potential winner is found to be ineligible or otherwise not in compliance with these Official Rules, prize will result in forfeiture and an alternate winner may be selected. Grand Prize winners 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, and an alternate winner may be selected. If winner of any prize is a minor, prize will be awarded to the winner's parent or legal guardian. If applicable, allow 4-6 weeks for delivery of prize following completion of notification process. Prize will only be delivered to addresses within the United States. **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 typographical or other error in these Official Rules or the announcement of offering of any prize. The winners shall bear all risk of loss or damage to their prize after it has been delivered. Sponsor makes no representations or warranties of any kind concerning the appearance, safety or performance of any prize. Except for residents of Tennessee and where prohibited by law, winners grant 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. LIMITATIONS OF LIABILITY:** Sponsor assumes no responsibility for a) lost, illegible, late, misdirected, incomplete, mutilated, postage-due or non-delivered mail, entries or email; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Web site, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, garbled, corrupted, scrambled, delayed, or misdirected transmissions, or computer hardware or software or telephone malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information b.) any incorrect or inaccurate information, whether caused by Web site users, or by any equipment or programming associated with or utilized in this Sweepstakes; any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of the Web site. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with entry process or operation of Sweepstakes or Web site, to be acting in violation of the terms of the Web site or to be acting in a non-sportsmanlike or disruptive manner, or with intent to harass, abuse or harass any other person. Sponsor is not responsible for injury or damage to participants' or any other person's computer related to or resulting from participating in this Sweepstakes or downloading or copying materials from or use of Web site. If, for any reason, Sweepstakes, in the sole opinion of Sponsor, is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures or any other causes which, in sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend Sweepstakes, and determine winner from Internet entries received prior to action taken, or as otherwise deemed fair and equitable by Sponsor. In case of dispute, authorized subscriber of e-mail account used to enter at actual time of entry will be deemed to be the participant, and must comply with these Official Rules. The authorized account subscriber is deemed to be natural person who is assigned an e-mail address by an Internet Access Provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses. It is solely the responsibility of the entrant to notify Sponsor in writing if the entrant changes his or her e-mail address during the Sweepstakes Period. **CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES 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 PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. **9. DISPUTE RESOLUTION:** Except where prohibited, by participating, you agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant(s) 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 participant 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. **10. WINNER'S NAME:** For the names of the winners, send a self-addressed, first class-stamped envelope (Vermont residents may omit return postage) to: Cadbury "British Virgin Islands" Sweepstakes Winner's List, Dept. 6080-705, P.O. Box 3450, Young America, MN 55558-3450 by February 28, 2009. **11. SPONSOR:** The Hershey Company, 100 Crystal A Drive, Hershey, PA. ©2008 THE HERSHEY COMPANY.**

Mail to: Cadbury "British Virgin Islands" Sweepstakes P.O. Box 1007, Young America, MN 55594-1007

Name _____ Date of Birth _____
PLEASE PRINT
Address _____
APARTMENT # _____
City _____ State _____ Zip _____
Phone _____