

**THE HERSHEY TRACK & FIELD GAMES 5K FAMILY WALK
OFFICIAL RULES**

THE 5K FAMILY RUN WILL START AT 8:00 AM EST ON AUGUST 4, 2007 AT FOUNDERS PARK, AT THE CORNER OF ROUTE 322 AND HOMESTEAD ROAD, HERSHEY, PA.

THE SWEEPSTAKES IS OPEN TO ALL LEGAL U.S. RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE ALSO PARTICIPATING IN THE 5K FAMILY WALK.

1. HOW TO ENTER. Families represented by two or three generations who participate in the 5K Family Walk will automatically be entered into the drawing which will occur at the end of the walk. Winners must be present at the time of the drawing to be eligible to receive prizes. To register for the 5K Family Walk, visit www.hersheystrackandfield.com from 6/11/2007 to 7/30/2007 during the Entry Period and follow the directions.

2. PRIZES: Thirty (30) prizes consisting of: a one-day pass for 4 to HERSHEY PARK Entertainment Complex (pass must be used by the end of the 2007 season), a \$50 gift certificate to HERSHEY'S CHOCOLATE WORLD attraction and a personal tour of one of The Hershey Company's plants. ARV \$250. Total ARV for all prizes \$7,500. Prize packages will be won according to the following breakdown: Twenty (20) packages for families with 2 generations of walkers and ten (10) packages for families with 3 generations of walkers. Odds of winning depend on the number of entries received.

3. DRAWING: Winners will be selected in a random drawing and according to the number of generations that have walked in the 5K Family Walk, in the following two categories: 1) families represented by two generations, and 2) families represented by three generations. **Drawing will occur after the 5K Family Walk and those eligible to receive prizes must be present at the time of the drawing in order to win.**

4. SPONSOR: The Hershey Company, 100 Crystal A Drive, Hershey, PA 17033.

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