SCREAM FOR REESE'S HALLOWEEN CONTEST
Official Rules

• NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.
• OPEN TO LEGAL RESIDENTS OF CANADA (INCLUDING QUEBEC). VOID WHERE PROHIBITED.
• A MATHEMATICAL SKILL-TESTING QUESTION IS REQUIRED TO BE CORRECTLY ANSWERED IN ORDER TO BE DECLARED A WINNER.

BY ENTERING OR OTHERWISE PARTICIPATING IN THE CONTEST, YOU AGREE TO THESE OFFICIAL RULES, WHICH CONSTITUTE A LEGALLY BINDING AGREEMENT BETWEEN YOU AND THE SPONSOR. PLEASE READ THEM CAREFULLY. WITHOUT LIMITATION, THESE OFFICIAL RULES INCLUDE INDEMNITIES TO THE CONTEST PARTIES AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. **ELIGIBILITY:** SCREAM for REESE'S Halloween Contest (the "Contest") is open only to legal residents of Canada (including Quebec) who have reached the age of majority in their province or territory of residence as of the date of entry. Employees, officers and directors of Hershey Canada Inc. ("Sponsor"), Salt Experiential Commerce, Inc, Craft Public Relations Inc., Realtime Media LLC ("Administrator") and their respective parent companies, affiliates, subsidiaries, advertising, contest, fulfillment and marketing agencies (collectively, the "Contest Parties"), their immediate family members and those living in the same household as such individuals (whether legally related or not) are not eligible to participate in the Contest or win a Prize. For the purposes of this Contest, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren and their respective spouses, and those living in the same household shall mean people who share the same residence at least three (3) months a year, whether legally related or not. In the event that a household, based on address, enters the Contest using more than five (5) unique email addresses, all of the Contest entries associated with that household (determined by Sponsor or Administrator at their sole discretion) will be disqualified. All provincial, municipal and local laws and regulations apply. By participating in the Contest, you unconditionally accept and agree to comply with and abide by these "Official Rules" and the decisions of Sponsor, including the interpretation of these Official Rules, administration of the Contest, selection of the winners, and Sponsor's exercise of discretion, which will be final, non-appealable, and binding in all respects.

2. **TIMING:** The Contest begins at or about 12:00:00 p.m. Eastern Time ("ET") on September 1, 2026, and ends at 11:59:59 p.m. ET on October 31, 2026 (the "Contest Period").

   The designated computer clock of the Administrator is the official time-keeping device in the Contest.

3. **HOW TO ENTER:** During the Promotion Period, visit www.ScreamforReeses.ca (the "Website") and follow the on-screen instructions to complete and submit the registration form, including your full name, mailing address, email address, telephone number, and date of birth. Upon successfully completing and submitting the registration form, you will receive one (1) entry into the Contest (an "Entry").

   LIMIT: One (1) entry per person throughout the entire Sweepstakes Period, regardless of method of entry. Attempts made by the same individual to earn more than the stated number of entries by using multiple or false contact information, accounts or otherwise may result in disqualification. Entries generated by script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries that are in excess of the stated limit, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive, or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at

Sponsor's sole and absolute discretion. Those who do not follow all instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified. Entries submitted by those who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. All materials submitted become the physical property of Sponsor and will not be returned. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the registered account holder of the email address associated with the entry for the domain associated with the submitted address, provided that person is eligible. Any potential winner may be required to show proof of being the registered account holder. Registered account holder is defined as the person assigned to an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses. In the event that a dispute regarding the identity of the individual who submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

4. **CONTEST DRAWING:** On or about November 5, 2026, the Administrator will conduct a random drawing from among all eligible Entries received during the Promotion Period to select two (2) potential Grand Prize winners and fifty (50) potential First Prize winners.

5. **ODDS:** Odds of winning a Prize depend on the total number of eligible Entries received during the Promotion Period.

6. **WINNER NOTIFICATION/PRIZE CLAIMING:** The potential winners will be notified by email using the information provided at the time of entry within a commercially reasonable time following the drawing. The Contest Parties are not responsible for and shall not be liable for incorrect, changed, or illegible contact information, or for electronic communications that are undeliverable as a result of any form of active or passive filtering, insufficient space in a participant's email account, or any other reason beyond the Contest Parties' reasonable control. The Contest Parties are not responsible for late, lost, intercepted, misdirected, or unsuccessful attempts to notify a potential winner. Notification is deemed to have occurred immediately upon the sending of an email.

   Each potential winner will be required to respond to the winner notification within five (5) days of the date of notification. If a potential winner cannot be contacted, fails to respond within the required time period, is found to be ineligible, if any notification is returned as undeliverable, or if a potential winner otherwise fails to comply with these Official Rules, such potential winner may be disqualified and an alternate potential winner may be selected from among the remaining eligible Entries.

   As a condition of being declared a winner, each potential Grand Prize winner will be required to complete and return a Declaration of Eligibility, Liability Release, and, where lawful, Publicity Release (collectively, the "Declaration"), and correctly answer, without assistance of any kind, a time-limited mathematical skill-testing question administered by the Sponsor or Administrator. The Declaration must be returned within the time period specified in the winner notification.

   If a potential winner fails to correctly answer the skill-testing question, fails to return any required documents within the specified time period, refuses the Prize, or is otherwise determined to be ineligible or non-compliant with these Official Rules, such potential winner may be disqualified and an alternate potential winner may be selected, up to three (3) alternates per Prize, after which the applicable Prize may remain unawarded.

   A potential winner becomes a winner only after verification of eligibility by the Sponsor and fulfillment of all requirements set forth in these Official Rules.

   No more than the stated number of Prizes will be awarded. In the event that, due to a printing, production, administrative, technical, or other error of any kind, more bona fide winners come forward seeking to claim a Prize than the number of Prizes identified in these Official Rules, the

Sponsor reserves the right to award only the stated number of Prizes through a random drawing from among all eligible, non-suspect, valid Prize claims received for the applicable Prize.

7. **PRIZE/PRIZE RESTRICTIONS:** Fifty-two (52) Prizes are available to be awarded in the Contest, as follows:

Grand Prizes (2): Each Grand Prize consists of a three (3)-day, two (2)-night trip for the winner and one (1) guest to Los Angeles, California. Each Grand Prize includes: (i) round-trip coach-class air transportation for the winner and one (1) guest from a major Canadian airport near the winner's residence to Los Angeles, California; (ii) two (2) nights' hotel accommodations (one standard double-occupancy room); (iii) round-trip ground transportation between the destination airport and hotel; (iv) two (2) admissions to a Paramount Studios VIP Tour, consisting of an approximately four-and-one-half (4½)-hour guided cart tour, VIP access to the Paramount Archives and Backlot Production Facilities, a personalized souvenir photo, complimentary parking, and a fifteen percent (15%) discount at the Studio Store, subject to availability and the provider's terms and conditions. Tour participants must be at least ten (10) years of age. Guests eighteen (18) years of age or older must present valid government-issued identification. The tour does not include access to restricted areas, active production sets, or talent unless expressly provided by the tour operator; and (v) one (1) cheque in the amount of six hundred Canadian dollars ($600 CAD) payable to the winner for spending money. The approximate retail value ("ARV") of each Grand Prize is $5,676 CAD. For purposes of calculating the ARV of each Grand Prize, air transportation is based on travel originating from Toronto, Ontario. Actual value may vary depending on the winner's city of departure, travel dates, fare fluctuations, and other factors. Any difference between the stated ARV and the actual value of a Grand Prize will not be awarded.

The total ARV of all Grand Prizes is $11,352.00 CAD.

First Prizes (50): Each First Prize consists of one (1) of the following Reese's prize packages, as randomly assigned by Sponsor. Winners may not choose or exchange a prize package.

Prize Pack	QTY	Description	ARV
Prize Pack #1	QTY: 15	Reese's Product bundle containing (3) Reese's products.	$42.65
Prize Pack #2	QTY: 5	*1 Scream* movie merchandise and an assortment of Reese's (2) product.	$43
Prize Pack #3	QTY: 15	An assortment of 2 Reese's products, one (1) Reese's blanket, one (1) Reese's pillow, and one (1) $25 Cineplex gift card.	$154.83
Prize Pack #4	QTY: 15	An assortment of (2) Reese's products, one (1) Reese's branded tumbler, and one (1) Reese's Orange branded tote bag.	$81.23

The approximate retail value ("ARV") of each First Prize ranges from $43.00 CAD to $154.83 CAD, depending on the prize package awarded.

The total ARV of all Prizes available to be awarded in the Contest is $15,747.65

Travel is subject to availability and certain restrictions. Travel dates will be coordinated by Sponsor or its designee in consultation with the winner following winner verification and are subject to availability, blackout dates, and other travel restrictions. Sponsor reserves the right to determine all travel arrangements in its sole discretion. Travel must be completed within twelve (12) months

of winner verification and must be booked at least 4 (four) weeks in advance of the selected departure date. Winner and guest must travel on the same itinerary. If a guest is considered a minor in their jurisdiction of residence, the guest must be the child or legal ward of the winner, and the winner must be such minor's parent or legal guardian.

The Paramount Studios tour is subject to availability and the terms, conditions, rules, and restrictions of Paramount Studios. Tour date and time will be determined by Sponsor or its designee in its sole discretion. The tour may be modified, postponed, canceled, or substituted due to scheduling, security, operational, or other considerations. Sponsor does not guarantee access to any specific sets, productions, talent, restricted areas, backstage areas, or experiences unless expressly stated in the Prize description.

All expenses and costs not expressly stated as part of a Grand Prize, including, without limitation, meals, additional ground transportation, baggage fees, gratuities, souvenirs, personal expenses, travel insurance, passport fees, visa fees (if applicable), taxes, and other incidentals, are the sole responsibility of the winner and guest. Winner and guest are solely responsible for obtaining and maintaining all required travel documents and satisfying all applicable travel, entry, and health requirements. Winner and guest must be legally eligible to travel to and enter the United States.

Winner and guest are solely responsible for obtaining and maintaining all required travel documents, including a valid passport and any other documents necessary for travel to and entry into the United States. Failure to obtain required travel documentation may result in forfeiture of the Prize, in whole or in part, without compensation. Travel insurance is not included as part of the Prize. Winner and guest are solely responsible for obtaining any desired or required travel insurance and for all costs associated therewith. Sponsor and the Contest Parties shall have no responsibility if a winner or guest is denied entry into, or re-entry from, the United States for any reason, including failure to possess required travel documentation.

Prize is non-transferable, with no cash redemption, except at Sponsor's sole discretion. Sponsor reserves the right to substitute any Prize, or portion thereof, with a prize of equal or greater value if the advertised Prize or any portion thereof becomes unavailable for any reason. All Prize details not specifically stated herein shall be determined by Sponsor in its sole discretion. The Prize is awarded "AS IS" without warranty of any kind, express or implied. Any unclaimed or unused portion of the Prize will be forfeited. The Contest Parties are not responsible for lost, stolen, damaged, delayed, or misdirected travel documents, tickets, vouchers, or Prize components. No more than the stated number of Prizes will be awarded.

8. **PUBLICITY RELEASE:** Subject to applicable law, each winner hereby expressly grants to the Contest Parties hereby expressly grants to the Contest Parties and their respective successors, assigns, sublicensees and designees, the irrevocable right to use and publish his/her name, social handles, likeness (photographic or simulated), voice, biography and province for all purposes, including, without limitation, advertising, marketing, promotional and publicity purposes in connection with this Contest (“Advertising”), in any and all media now or hereafter devised, for a reasonable period and worldwide, in perpetuity solely in connection with the contest and related promotional activites, without any form of notice, permission or any amount or kind of compensation, except for the awarding of the Prize to the winner. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsor and/or its licensors, and the winner hereby disclaims and waives any claim of right to such Advertising. Such Advertising shall be solely under the control of Sponsor and/or its licensors, and the winner hereby waives any claim of control over the Advertising content as well as any possible claims of misuse of winner’s name, likeness or voice under contract, tort or any other theory of law.

9. **GENERAL:** The Contest Parties do not assume any responsibility for any disruption in the Contest, including, but not limited to, the failure or interruption of any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Contest materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. In the event Sponsor is prevented from continuing

with the Contest by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Contest by any party, provincial, or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each, a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend or terminate the Contest or prize. Sponsor additionally reserves the right, in its sole and absolute discretion to modify, suspend or terminate the Contest should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Contest. This contest is subject to all applicable federal, provincial and municipal laws and regulations, including those of the Province of Quebec.

10. **CONDUCT:** The Contest Parties are not responsible for the actions of entrants in connection with the Contest, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Contest. The Contest Parties reserve the right, at their sole discretion, to disqualify (or terminate a Prize of) any individual who is found to be, or suspected of, acting in any manner deemed by the Contest Parties to be in violation of the Official Rules, or to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, or to be tampering with the entry process or the operation of the Contest, and void all associated entries and/or registrations. CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11. **WAIVERS AND DISCLAIMERS:** The Contest Parties assume no responsibility or liability for: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, entries, URLs, or emails; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of entries or registrations at any point in the operation of this Contest; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Contest; (e) inaccessibility or unavailability of the Internet or the website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, social networking posts, or registrations, the announcement of the Prize, or in any other Contest-related materials; or (f) any injury or damage to entrants or to any other person's computer which may be related to or resulting from any attempt to participate in the Contest. If, for any reason, the Contest (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, then the Contest Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Contest in whole or in part. If terminated, the Contest Parties will award the Prize in a random drawing from among all non-suspect, eligible entries received for the Contest up to the time of such action.

12. **RELEASES:** All entrants, as a condition of participation in this Contest, release, discharge, indemnify and hold harmless the Contest Parties and each of their respective directors, officers, employees, agents, successors and assigns (collectively, "Released Parties") from and against any and all liability, claims, costs (including attorneys' fees), losses, damages, fines, or actions of any kind whatsoever for injuries, death, damages, or losses to persons or property which may be

sustained, in whole or in part, directly or indirectly, in connection with: (i) participation in any aspect of the Contest (including travel to/from any Contest activity), (ii) the receipt, ownership, use or misuse of the Prize awarded, including any travel associated with the Prize, (iii) the Released Parties' violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; (iv) entrant's registration material on any related website, or (iv) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Contest activity and/or prize.

13. **GOVERNING LAW AND LIMITATION OF LIABILITY:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Released Parties in connection with the Contest will be governed by and construed in accordance with the internal laws of the Province of Quebec and the laws of Canada, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

    BY ENTERING THE CONTEST, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS ($10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (B) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS ($10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (C) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

14. **DISPUTE RESOLUTION:** Either party may bring qualifying claims in small claims court.

15. **ENTRY INFORMATION AND CONTEST COMMUNICATIONS:** As a condition of entering the Contest, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Contest, fulfilling prizes, and to comply with applicable laws, regulations and rules. Personal information will be collected, used and disclosed only for the purposes described in these official rules, including contest administration and prize fulfillment, unless the entranr has expressly consented additional uses. Any information entrant provides to Sponsor may be used to communicate with entrant in relation to this Contest. Where applicable, entrants may be offered the option to receive marketing communications from sponsor, and such consent is voluntary and may be withdrawn at any time. By participating in the Contest, entrant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available in English at https://www.hersheyland.ca/en_ca/privacy-policy and French at https://www.hersheyland.ca/fr_ca/politique-de-confidentialite. In the event of any discrepancy, the provision that provides the greatest protection to entrant's personal information will prevail to the extent required by applicable law. Personal Information may be transferred outside Canada, including to the United States, for processing and storage, and will be subject to the laws of those jurisdictions..

16. **MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules or the Declaration will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Declaration is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the

meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials, privacy policy or terms of use on any website, social media platform or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion. Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate or necessary to comply with applicable law.

17. **SPONSOR:** Hershey Canada Inc., 5750 Explorer Drive, Suite 500, Mississauga, ON L4W 0B1. Reference to third parties in connection with the Prize and/or third-party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Contest.

18. **ADMINISTRATOR:** Realtime Media LLC, 1001 Conshohocken State Road, Suite 2–100, West Conshohocken, PA 19428.

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