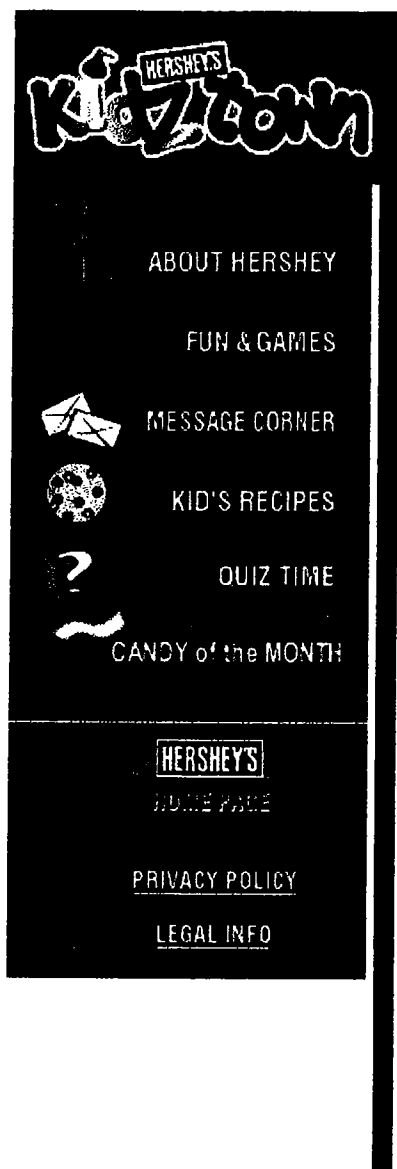


UNITED STATES OF AMERICA v. HERSHEY FOODS CORPORATION

EXHIBITS TO COMPLAINT

1. [www.kidztown.com/index.asp](http://www.kidztown.com/index.asp) (as accessed on Jan. 15, 2002).
2. [www.kidztown.com/currentfacts.shtml](http://www.kidztown.com/currentfacts.shtml); [www.paydaybar.com](http://www.paydaybar.com) (both as accessed on Jan. 15, 2002).
3. [www.hersheys.com/paydaybar/consent\\_give.html](http://www.hersheys.com/paydaybar/consent_give.html) (as accessed on Jan. 15, 2002).
4. [www.hersheys.com/paydaybar/entry\\_form.html](http://www.hersheys.com/paydaybar/entry_form.html);  
[www.hersheys.com/paydaybar/regis.cgi](http://www.hersheys.com/paydaybar/regis.cgi) (both as accessed on Jan. 15, 2002).
5. [www.hersheys.com/privacy/index.shtml](http://www.hersheys.com/privacy/index.shtml) (as accessed on Jan. 22, 2002).

EXHIBIT A



**HERSHEY'S**  
**KidzTown**

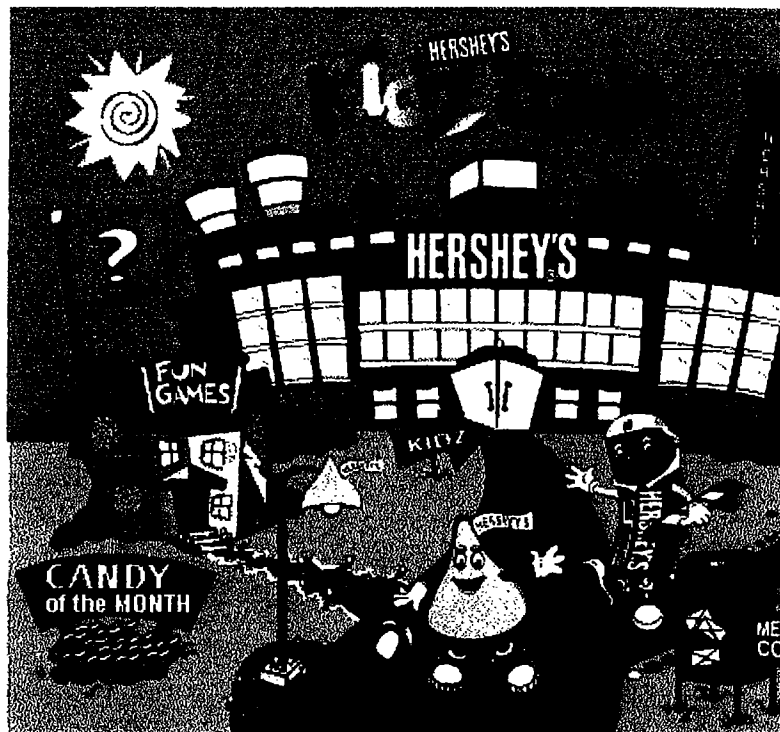
- ABOUT HERSHEY
- FUN & GAMES
- MESSAGE CORNER
- KID'S RECIPES
- QUIZ TIME
- CANDY of the MONTH

---

**HERSHEY'S**  
[HOME PAGE](#)

[PRIVACY POLICY](#)

[LEGAL INFO](#)



**Welcome to Hershey's KidzTown, the sweetest place online learn about delicious Hershey products, play games, find re yourself. Hershey's KidzTown is the place for fun! We hope often.**

EXHIBIT B



ABOUT HERSHEY

FUN & GAMES



MESSAGE CORNER



KID'S RECIPES



QUIZ TIME

CANDY of the MONTH

HERSHEY'S

HOME PAGE

PRIVACY POLICY

LEGAL INFO

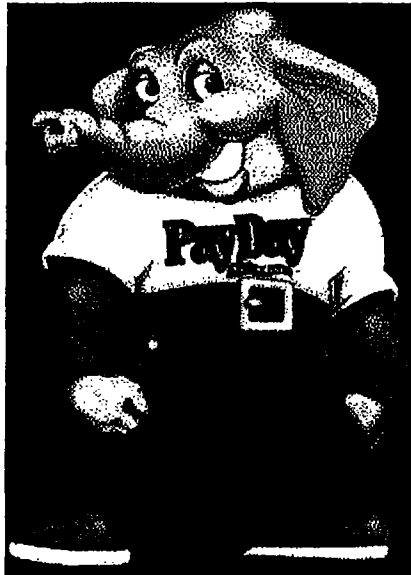
# Candy of the Month



## Sweet Caramel and TONS of Salty Pea

### Doorknob Har

Click on your favor  
for a printer-ready ve

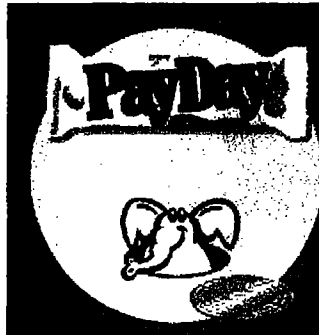


### PLAY PayDay® Hubbub Word Find

Can you find  
the 20 words that rhyme  
with each other,  
like they do  
in PayDay ?



PayDay®  
Hubbub

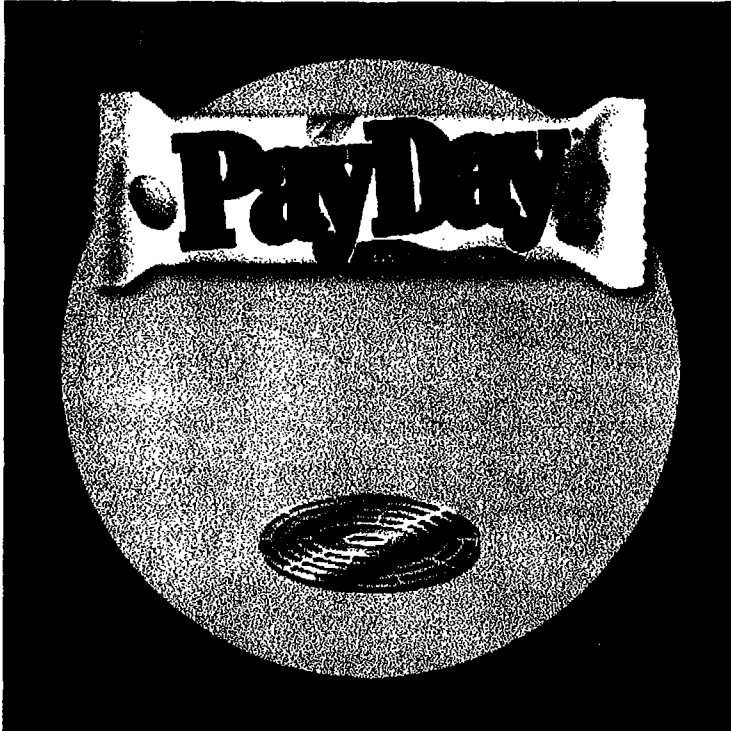


## ENTER TO WIN A

One 24-count box of PayDay<sup>®</sup> candy  
will be awarded to each of the five (5)  
selected during each monthly random



PayDay is a registered trademark of the Hershey Foods Corporation. All images on this page are copyrighted and subject to this web site's terms and conditions.



## Sweet Caramel and TONS of Salty Peanuts.

Thanks for visiting the new  
PayDay® web site.

If you like the roasted peanuts  
and creamy caramel taste of  
PayDay,  
here's your chance to win a  
FREE box!

**REGISTER**  **REGISTER**

**RULES**

**Privacy Policy**

**See who has won already!**



[Legal Info](#) | [Privacy Policy](#)

**HERSHEY'S**

[Hersheys.com](http://Hersheys.com)

**HERSHEY'S 25 SUV's in 25 Days Giveaway!**



EXHIBIT C



## Welcome to the PayDay Bar GIVE-AWAY

### REGISTER

If you are **OVER** the age of 13 — Please click here to register.

**Kids 13 years of age or UNDER** — You have to read this before you can register for the PAYDAY give-away on our website:

You have to get your mother or father (or your guardian) to read the materials below and to fill in the consent box that follows it before you can continue in the PAYDAY give-away area. You cannot enter the PAYDAY SWEEPSTAKES on our site unless they have provided their consent.

#### Parents:

Disclosure Notice: The PAYDAY SWEEPSTAKES area of Hershey Foods Corporation's website allows consumers to register online for a sweepstakes. One 24-count box of PayDay candy bars will be awarded to each of the five (5) winners selected during each monthly random drawing from all online entries received that month. If you consent to your child's participation, we will allow your child to register for the sweepstakes and will retain your child's name, address and email address for the sole purpose of entering him/her in the PAYDAY SWEEPSTAKES and informing him/her if he /she is a winner. We will delete that information within 45 if your child is a winner, or 15 days if your child is a non winner. **That information will not be provided to any third parties, or used by Hershey Foods for any purpose, other than described in this statement.**



#### Parental Consent:

I have read the preceding notice and I consent to allow Hershey Foods Corporation to collect and use personally identifiable information about my child, or the child for whom I am legally responsible, during any visit to the PAYDAY area of Hershey Foods Corporation's website.

Your Name:

Child's Name:

Your Address:





## Welcome to the PayDay Bar GIVE-AWAY

Hershey is very interested in the folks who enjoy PayDay Bars. Those who register below will be placed in a random drawing and have a chance to win a 24-count box of PayDay Bars!



**NOTE: If you are 13 years of age or younger and have not yet obtained parental consent - [click here](#).**

**Otherwise, please register — This information is necessary so we can contact you if you win:**

[Privacy Policy](#)

### Rules

First Name:

Last Name:

Street Address: (no P.O. Boxes please)

City:

State:

Zip Code:

---

(optional information)

Email Address:

Age:

Gender:

Guess ▾

Tell us what you like or dislike about the PayDay Bar; don't send us any new product ideas such as "Make a Chocolate Covered PayDay Bar." We have lots of people working on new product ideas and they don't like the competition.



[PayDay Home](#) | [Register](#) | [Rules](#)

EXHIBIT D



# Welcome to the PayDay Bar GIVE-AWAY

Hershey is very interested in the folks who enjoy PayDay Bars. Those who register below will be placed in a random drawing and have a chance to win a 24-count box of PayDay Bars!



**NOTE: If you are 13 years of age or younger and have not yet obtained parental consent - [click here](#).**

Otherwise, please register — This information is necessary so we can contact you if you win:

[Privacy Policy](#)

## Rules

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Street Address: (no P.O. Boxes please)  
\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

(optional information)

Email Address: \_\_\_\_\_

Age:

Gender:

Tell us what you like or dislike about the PayDay Bar; don't send us any new product ideas such as "Make a Chocolate Covered PayDay Bar." We have lots of people working on new product ideas and they don't like the competition.

[Register](#)

[Clear Form](#)



[PayDay Home](#) | [Register](#) | [Rules](#)

**Entry Submitted!**

**Thank You**

*[Back to Paydaybar Page](#)*

EXHIBIT E

**HERSHEY'S**[About Hershey Foods](#) [Investor Relations](#) [Newsroom](#) [Career Opportunities](#)[Sitemap](#)[KidzTown](#)[Gift Shop](#)[Recipes](#)[CHOCOLATE WORLD®](#)[Factory Tour](#)[Fund Raising](#)[Our Products](#)[Consumer Info](#)[Visit Hershey](#)[Hershey Websites](#)[Selected Hard-to-Find  
Products](#)[Business Customers](#)[Legal Information  
Privacy Policy](#)

## Hershey Foods Privacy Policy

### A Word To Kids . . . And Their Parents

Welcome to the Hershey Foods Internet site! We are proud to have this opportunity a little about our company, our products and our history. Along the way, we you have some fun.

Before you begin exploring, we'd like to review the steps we have taken to ensure online visitors of all ages have a safe, enjoyable experience.

### Our Policy

#### Kids

We take seriously our responsibility to our many young consumers. Our site has designed to be fun, accessible, safe for kids of all ages, and to adhere to the Children's Advertising Review Unit (CARU) guidelines of the Better Business Bureau and applicable laws and regulations. Below are some of the ways in which a visitor provides information to us, and Hershey's policies regarding how that information is used.

#### Visitors

Our Web server automatically recognizes a visitor's domain name. However, it cannot recognize a visitor's e-mail address.

#### Cookies

Cookies are small bits of information that a website transfers to an individual's computer for record keeping purposes.

- We use cookies in the quiz section of KidzTown to keep track of your score and to track which quiz questions you have already seen in your current session so we can avoid asking you the same questions if you choose to take the quiz again. This is a limited cookie that expires in 20 minutes.
- We use cookies in the KidzTown message board to automatically fill in the name field and message display characteristics for repeat users based on their preferences. No activity tracking occurs, the cookie only stores these preferences.
- We use cookies in the zip code section of Hershey's Promotions; Holiday Christmas 2001 and NFL™ to keep track of your zip code so we can avoid asking you the same question should you revisit these promotion sites. This cookie expires at the end of the December, 2001.
- We use cookies in the Gift Catalog area to keep track of purchases in your shopping cart as you move from one item to the next.
- We also use a cookie in the Hershey's Kitchens area when you build a recipe. This cookie is the key to your recipe box and is stored within your browser. The purpose for this cookie is to allow the system to recognize you as a returning visitor.



populate your recipe box with the recipes you have added.

## Information You May Provide And How We Use The Information

We do not require visitors to register before entering the Hershey Foods site. However, there are several places where visitors can voluntarily register:

- When you visit **Hershey's KidzTown** site and use the Secret Decoder message service, the e-mail address to which your message is sent will not be retained by Hershey Foods Corporation. The address will only be used to send the message and will be deleted immediately.
- When you visit **Hershey's KidzTown** site and use the Put A Smile on Your Face "Send to a Friend" function, the email address to which your message is sent will be retained by Hershey Foods Corporation nor any business partner. The address will only be used to send the message and will never be stored.
- When you visit **Hershey's Message in a Cow Bottle Sweepstakes** site and use the link to the game to a friend. All information collected will be used solely for the purpose of sending a link to the game to a friend and allowing the recipient to view the game. We cannot see, nor do we collect the e-mail address that you enter for this purpose.
- When you submit a job application or resume online at **Hershey's Career Opportunities** site. However, you must be 18 years old or older to submit an application online.
- When you visit **Hershey's Nuggets™ - Club Mom Reward Yourself Sweepstakes** site and register to enter the sweepstakes, you must be 18 years of age or older to register. This registration information is used solely for purposes of entering the Hersheys-Club Mom Nuggets Reward Yourself Sweepstakes and for notifying winners. All information collected will be deleted from our systems within 30 days of the sweepstakes drawing.
- When commercial food service operators visit **Hershey's Dessert Expert** site, the site allows them to voluntarily register to ask the Dessert Experts questions. We choose to receive emails in the future with information about new features on the site, newsletters about special events or promotions, and information about Hershey's Food Service products. Any email you receive from Hershey will allow you to change your preference or "unsubscribe" from this informational service at any time.
- When you visit **Hershey's Easter** site and send a card. We cannot see the email addresses that you enter for this purpose. All information collected will be used solely for purposes of sending your card and allowing the recipient to view the card. Information collected will be deleted from our systems after 30 days.
- When commercial food service operators visit **Hershey's Food Service** site, the site allows them to ask us questions.
- When you visit **Hershey's Fund Raising** site and ask us for information about fund raising in your area. When a visitor who is 13 years of age or younger visits the site, we will ask them to provide us the city and state in which they live, and an email address to allow us to send them the information they have requested. This information will be deleted within 3 days from the time it is collected.
- When you visit **Hershey's Gift Catalog** online and choose to make a purchase, you must register with our VIP service. This information is required to process and ship your order and is retained to provide you with the ability to maintain an order history and to track past gift selections. Our VIP service also allows you to choose to receive emails from us reminding you of special occasions. In addition, if you have made a purchase or registered with our VIP service we may contact you to determine if you are interested in receiving newsletters and selected information about Hershey's products via email in the future. If you specifically agree to these contacts we will send you newsletters from time to time. Any email from us will allow you to change your preference or "unsubscribe" from this informational service at any time. Visitors may also email our Gift Catalog customer service representatives with questions at any time. When you u

service we retain your email address only in order to respond to your question. You must be 18 or older to purchase products from our online catalog.

- When you visit **Hershey's Golden Whoppers Awards** site and register for a sweepstakes. Visitors must be 14 years of age or older to register. This registration information is used solely for purposes of entering the Golden Whoppers sweepstakes and for notifying winners. All information collected will be deleted from our systems within 45 days of the sweepstakes drawing.
- When you visit our **Hershey's Kitchens** site, you can:
  - (a) Choose to e-mail a recipe to a friend. We cannot see, nor do we collect, the e-mail address that you enter for this purpose.
  - (b) Register for an e-newsletter, Sweet Ideas from Hershey's Kitchens. This registration information will be used for adding you to a list to receive the newsletter and it is retained for as long as you remain subscribed to the service. Any e-mail you receive from us will allow you to "unsubscribe" from this service at any time.
  - (c) Register for Contests and Sweepstakes. There may be age limit restrictions on contests and sweepstakes offered by Hershey's Kitchens. Please read the rules carefully. Your personal registration information is used solely for purposes of entering the contest or sweepstakes and for notifying winners. All personal information collected will be deleted from our systems within 45 days of the contest or sweepstakes drawing.
- When you visit the **Hershey's Milk** site you can register to obtain email notifications whenever new "Udderly Xtreme" games are added to the site. Children 13 years of age or under are required to obtain their parent's consent before registering and to give their consent to Hershey's attention. Parents can withdraw their consent at any time by visiting the **Hershey's Milk** site and following the directions on the consent form. Any information collected from this site will only be available to Hershey's Morningstar and Suiza, the distributors of Hershey's Chocolate Milk. The information will only be used by these parties for purposes of providing the requested updates.
- When you visit our **Hershey's Nutrition** site, you can register to receive email notifications when new items are added to the site. This registration information will be used for adding you to a list to receive the e-mail and it is retained for as long as you remain subscribed to the service. Any e-mail you receive from us will allow you to "unsubscribe" from this service at any time. You may also visit the web site to unsubscribe.
- When you visit our **Hershey's Racing** site, you can register to receive email notifications via e-mail. You enter only an e-mail address and a first name. We will retain your registration information as long as the site is active solely for the purposes of delivering the racing newsletter. All e-mail addresses and names collected while the site is active will be deleted from the system once the site becomes inactive.
- When you visit Hershey's Halloween site [www.trickortreats.com](http://www.trickortreats.com) you can:
  - (a) Choose to send an e-mail to a friend. We cannot see, nor do we collect, the e-mail address that you enter for this purpose.
  - (b) Register to receive occasional e-mails from Hershey. This registration information will be used for adding you to a list to receive the e-mail and it is retained for as long as you remain subscribed to the service. Any e-mail you receive from us will allow you to "unsubscribe" from this service at any time.
- When you visit **Hershey's 25 SUV's in 25 Days** site, you can:
  - (a) Choose to send an e-mail to a friend. We cannot see, nor do we collect, the e-mail address that you enter for this purpose.
  - (b) Register to receive occasional e-mails from Hershey. This registration information will be used for adding you to a list to receive the e-mail and it is retained for as long as you remain subscribed to the service. Any e-mail you receive from us will allow you to "unsubscribe" from this service at any time.
- When you visit **Hershey's Valentines Day** site and send a card. We cannot see the e-mail addresses that you enter for this purpose. All information collected from this site will be used solely for purposes of sending your card and allowing the recipient to receive it. All information collected will be deleted from our systems after 30 days.