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HERSHEY'S PINK PRODUCT FACT SHEET

Hershey is turning pink to help raise awareness for breast cancer nationwide. *Hershey®'s Kisses®* Brand Milk Chocolates, *Hershey®'s Kissables®* Brand Candies, *Hershey's Nuggets®* Chocolates, *York®* Peppermint Patties and *Hershey®'s* Syrup each will feature limited-edition pink packaging available September through October 2007 at mass, grocery and specialty retailers nationwide.

***Hershey's Kisses* Brand Milk Chocolates**

- Limited-edition pink *Hershey's Kisses* Brand Milk Chocolates will be wrapped in pink ribbon foil adopting the widely recognized symbol of breast cancer awareness.
- The smooth, rich *Hershey's Kisses* Brand Milk Chocolate has been an American classic since 1907.

***Hershey's Kissables* Brand Candies**

- The limited-edition pink *Hershey's Kissables* Brand Candies will feature pink and white candy-coated shells and pink packaging. *Hershey's Kissables* Brand Candies are miniature *Hershey's Kisses* Brand Milk Chocolates coated with a colorful candy shell.

***Hershey's Nuggets* Chocolates**

- The limited-edition pink *Hershey's Nuggets* Chocolates will feature pink foil wrappers.
- *Hershey's Nuggets* Chocolates deliver the two-bite satisfaction of thick, rich *Hershey's* milk chocolate.

***York* Peppermint Patties**

- The limited-edition pink *York* Peppermint Patties will be wrapped in pink foil and will feature a pink mint filling.
- The delicious combination of refreshing mint and dark chocolate found in *York* Peppermint Patties features 70 percent less fat than other leading chocolate candies.

***Hershey's* Syrup**

- *Hershey's* Syrup will debut pink packaging and a pink top.

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