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Contact:

Cheryl Georgas  
630.932.7914  
cheryl@jsha.com

Jennifer Nau  
630.932.7987  
jennifern@jsha.com

***HERSHEY®'S KISSES® BRAND CHOCOLATES CELEBRATES CENTENNIAL BIRTHDAY***

***“World’s Largest Hershey®’s Kisses® Chocolate” Inducted into Guinness World Records™***

**HERSHEY, Pa., July 7, 2007** – The iconic *Hershey®’s Kisses®* Brand Chocolates commemorated its 100<sup>th</sup> anniversary today with a record-breaking celebration in Hershey, Pa. The Hershey Company celebrated the brand’s centennial by unveiling “The World’s Largest *Hershey’s Kisses* Chocolate” at a birthday event hosted at *Hershey’s Chocolate World®* Attraction in *Hershey, Pa., The Sweetest Place on Earth®*. Complete with a seven-foot-long plume and 16,460-feet of foil wrapping, The World’s Largest *Hershey’s Kisses* Chocolate weighed in at **30,540 pounds** and was certified by Guinness World Records® as “The World’s Largest Piece of Chocolate.”

“*Hershey’s Kisses* Chocolates is one of the world’s most beloved brands, helping people connect and share affection for 100 years,” said Michele Buck, Senior Vice President, Chief Marketing Officer, U.S., The Hershey Company. “Our tribute honors the iconic brand and continues the magic of our yearlong *Kiss Someone™* celebration. What a great way to start the next 100 years of *Hershey’s Kisses*.”

The World’s Largest *Hershey’s Kisses* Chocolate took nine days to construct and stands 12-feet tall. Consumers can see the making of the commemorative *Hershey’s Kisses* Chocolate by logging on to [www.kisssomeone.com](http://www.kisssomeone.com) or by visiting *Hershey’s Chocolate World* Attraction through July 12, 2007.

*Hershey's Kisses* Chocolates were first introduced on July 7, 1907, at a time when each chocolate piece was wrapped by hand. While the milk chocolate flavor has been an American favorite for 100 years, today the *Hershey's Kisses* Brand line features a variety of flavors including: *Hershey's Kisses* with almonds, *Hershey's Kisses* filled with caramel, *Hershey's Kisses Special Dark* chocolate, *Hershey's Kisses* chocolate truffle, *Hershey's Kisses* filled with peanut butter, *Hershey's Kisses* filled with cherry cordial crème, *Hershey's Hugs* and *Hershey's Mini Kisses Cookies*. *Hershey's Kisses* also are available in Limited-Edition varieties throughout the year.

Visit [www.hersheyskisses.com](http://www.hersheyskisses.com) for more information on the *Kiss Someone* celebration and consumer promotion offering consumers the chance to win a share of \$100 million.

### **About The Hershey Company**

The Hershey Company (NYSE: HSY) is the largest North American manufacturer of quality chocolate and sugar confectionery products. With revenues of nearly \$5 billion and more than 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Special Dark*, *Hershey's Extra Dark* and *Cacao Reserve by Hershey's*. Hershey's *Ice Breakers* franchise delivers refreshment across a variety of mint and gum flavors and formats. In addition, Hershey leverages its iconic brands, marketplace scale and confectionery and nut expertise to develop and deliver substantial snacks, including *Hershey's* and *Reese's* single-serve cookies and brownies, and value-added snack nuts, including *Hershey's* Milk Chocolate Covered Almonds and *Hershey's Special Dark* Chocolate Covered Almonds. Hershey also offers a range of products to address the health and well-being needs of today's consumer. *Hershey's* and *Reese's Snacksters* offer consumers great-tasting snacks in portion-controlled servings, while Hershey's dark chocolate offerings provide the benefits of flavanol antioxidants. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, known for its high-cacao dark chocolate products, *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts, and *Dagoba*, known for its high-quality natural and organic chocolate bars. Visit us at [www.hersheynewsroom.com](http://www.hersheynewsroom.com).

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