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**COLLECTOR EDITION REESE'S® PEANUT BUTTER & BANANA CREME CUPS**

**FACT SHEET**

The classic combination of creamy peanut butter and rich milk chocolate found in *Reese's*® Peanut Butter Cups is getting "All Shook Up" with a new, limited-edition offering – the Collector Edition *Reese's Peanut Butter & Banana Creme Cups* featuring Elvis Presley.

- The Collector Edition *Reese's Elvis*® *Cups* celebrate the unique flavor combination of peanut butter and bananas, made famous by Elvis Presley's love of peanut butter and banana sandwiches, a Southern favorite.
- The Collector Edition *Reese's Elvis Cups* feature a thin layer of banana creme and the classic combination of *Reese's* creamy peanut butter and rich milk chocolate.
- Packaging for the *Reese's Elvis Cups* features four different images of Elvis Presley.
- The Elvis-branded *Reese's* will be available nationwide from July 2007 through December 2007 in standard, Miniatures and "The King" sizes at mass, grocery, drug and convenience stores.
- The Hershey Company is the largest North American manufacturer of quality chocolate and sugar confectionery products.

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