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***REESE'S® LOVERS ALL SHOOK UP OVER NEW  
REESE'S PEANUT BUTTER & BANANA CREME CUPS FEATURING ELVIS PRESLEY***

***Instant-Win Promotion Invites Reese's and Elvis Lovers to "Live Like The King"***

**HERSHEY, Pa., July 17, 2007** – The Reese's® brand is shaking things up this summer with the launch of Reese's Peanut Butter & Banana Creme Cups starring Elvis Presley. The Collector Edition Reese's Elvis® Cups celebrate The King's love of peanut butter and banana sandwiches and feature a thin layer of banana creme combined with Reese's creamy peanut butter centers. A treat fit for "The King," the Collector Edition Reese's Elvis Cups feature four different iconic images of the legendary Elvis Presley and give consumers the chance to "Live Like The King" with an instant-win promotion.

From Graceland to pink Cadillacs, Elvis lived a life of luxury and Reese's lovers can too. Now through December 31, 2007, more than 10,000 prizes will be given away instantly in the Reese's "Live Like The King" promotion. Prizes include: a trip for four to Graceland in Memphis, Tenn.; a scarf owned by Elvis; a cancelled check signed by Elvis; and Elvis-themed sunglasses and license plates. In addition, one lucky grand-prize winner will ride like The King in an overhauled, totally redesigned custom Reese's Elvis Tribute Car built by car-crafting legend Boyd Coddington. The 1957 Cadillac is inspired by Elvis' pink Cadillac and includes all the upgrades and features of a 2007 custom hot rod. Featuring a television, satellite radio, MP3 compatibility, GPS and a mini-refrigerator stocked with Reese's Elvis Cups, the Reese's Elvis Tribute Car is rock-star ready.

Reese's Elvis Cups are available now through December 2007 in standard, Miniatures and "The King" sizes at mass, grocery, drug and convenience stores nationwide. The Reese's Elvis "Live Like The King" promotion runs July 1 through December 31, 2007. Visit [www.reeses.com](http://www.reeses.com) for official rules and additional details.

## **Reese's Elvis Cups – Page 2**

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### **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).

### **About Elvis Presley Enterprises, Inc.**

Elvis Presley Enterprises, Inc. (EPE) is based in Memphis, Tenn., with additional offices in Los Angeles, Calif. In addition to Graceland and its related attractions in Memphis, including the Heartbreak Hotel, EPE is aggressively involved in a worldwide licensing program, merchandising, music publishing, and television, film, video and Internet projects. For more information on EPE and Graceland, visit [www.Elvis.com](http://www.Elvis.com). EPE is a subsidiary of CKX, Inc. ([www.CKX.com](http://www.CKX.com)), a publicly traded company listed on the NASDAQ National Market® under the ticker symbol "CKXE."