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REESE'S® ELVIS® "LIVE LIKE THE KING" PROMOTION

FACT SHEET

Collector Edition *Reese's® Peanut Butter & Banana Creme Cups* featuring Elvis Presley give consumers the chance to win incredible Elvis prizes in the *Reese's* Elvis "Live Like The King" promotion.

- Now through December 31, 2007, specially marked packages of *Reese's Elvis® Cups* and Miniatures offer consumers the chance to win exciting Elvis prizes and authentic memorabilia in the *Reese's* Elvis "Live Like The King" promotion.
- *Reese's* and Elvis fans can instantly win one of more than 10,000 prizes, including a trip to Graceland in Memphis, Tenn., a scarf owned by Elvis Presley, Elvis sunglasses, Elvis license plates and more.
- For the ultimate grand prize, the *Reese's* brand has teamed up with Boyd Coddington of TLC's "American Hot Rod" to create an authentic Elvis tribute car. The 1957 Cadillac is inspired by Elvis' pink Cadillac and has been upgraded to include all the features of a 2007 custom hot rod.
- The *Reese's* Elvis "Live Like The King" promotion runs from July 1 through December 31, 2007. Official rules and additional details can be viewed at www.reeses.com.
- *Reese's Elvis Cups* and Miniatures are now available in select mass, grocery, drug and convenience stores nationwide.

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