



For Immediate Release

Contact: Kristin Zanini
630.932.9316
Whitney Miller
630.932.1028

AUGUST 10 IS NATIONAL S'MORES DAY

The Hershey Company Celebrates the 80th Anniversary of S'mores with Fun New Recipes for Families

HERSHEY, Pa., July 24, 2007 – National S'mores Day is August 10, and to celebrate, The Hershey Company is helping families have "S'more" fun this summer at www.smoresfun.com. The family-friendly site provides tips for preparing the classic combination of *Hershey's* milk chocolate, marshmallows and graham crackers indoors and outdoors as well as new twists on this campfire favorite – all from the experts at *Hershey's* Kitchens.

The original S'mores recipe was introduced 80 years ago in the 1927 Girl Scout handbook. The recipe combines rich *Hershey's* milk chocolate, crisp graham crackers and carefully toasted marshmallows to make the quintessential campfire treat.

Now, the experts at *Hershey's* Kitchens have created new twists on this summertime favorite. Recipes include *Peanutty S'mores*, *Chocolate Banana S'mores*, *Choco-Cherry S'mores*, and *Double Decker S'mores*. *Dark Chocolate Lover's S'mores* feature a *Hershey's Special Dark* semi-sweet chocolate bar on a graham cracker, topped with a toasted marshmallow.

Hershey's chocolate, graham crackers and marshmallows are essential ingredients; campfires are optional as S'mores can be made rain or shine. The website offers families great ways to enjoy S'mores indoors, including unique recipes for *Cookie S'mores*, *S'mores Ice Cream Pie*, *S'mores Cereal Squares*, *Easy S'mores Clusters*, and *S'mores Sandwich Bar Cookies*.

Indoors or out, S'mores are perfect for any occasion and a great way to bring families and friends together. Ideal for weekend getaways, barbeques, camping trips, tailgating or just a casual get-together, S'mores can be made using a campfire, barbeque grill, stovetop or microwave.

For more fun ways to celebrate National S'mores Day and to get ideas on how you can bring your family and friends together this summer, visit www.smoresfun.com.

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.

###