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Contact: Kristin Zanini
630.932.9316

Whitney Miller
630.932.1028

HERSHEY TURNS PINK IN SUPPORT OF BREAST CANCER AWARENESS

The Hershey Company Donates \$300,000 to the Young Survival Coalition Breast Cancer Awareness Campaign

HERSHEY, Pa., September 5, 2007 – The Hershey Company, the largest North American manufacturer of quality chocolate and sugar confectionery products, turns pink this October to raise awareness for breast cancer. *Hershey's® Kisses®* Brand Milk Chocolates, *Hershey's® Kissables®* Brand Candies, *Hershey's® Nuggets®* Chocolates and *Hershey's® Syrup* will feature pink packaging and *York®* Peppermint Patties will include a pink mint filling to showcase the company's commitment to this important cause. The Hershey Company will contribute \$300,000 to the Young Survival Coalition (YSC), the only non-profit network of breast cancer survivors and supporters dedicated to addressing the concerns and issues unique to young women and breast cancer.

“The Hershey Company believes strongly in the mission of the Young Survival Coalition, contributing nearly \$1 million to the organization over the past three years,” said Michele Buck, Senior Vice President, Chief Marketing Officer, U.S., The Hershey Company. “We are committed to raising awareness of the fact that breast cancer affects all women.”

Through action, advocacy and awareness, the YSC seeks to increase the quality and quantity of life for all young women affected by breast cancer by educating the medical, research, breast cancer and legislative communities and influencing them to address the incidence of the disease in women ages 40 and under. In addition, the YSC serves as a point of contact for young women affected by the disease.

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“The Young Survival Coalition is proud to work with Hershey’s powerful brands to raise awareness for our important mission,” said Michele Przypysny, Chief Executive Officer, Young Survival Coalition. “Our partnership with The Hershey Company has helped us to provide vital programs and services for young women and their families.”

Limited-edition pink packages of *Hershey’s Kisses* Chocolates, *Hershey’s Kissables* Candies, *Hershey’s Nuggets* Chocolates, *York* Peppermint Patties and *Hershey’s Syrup* will be available this September and October at mass, grocery and specialty retailers nationwide.

The Hershey Company also will sponsor the fourth annual *York*® Tour de Pink presented by HERSHEY’S®, a bike ride benefiting the YSC. The four-day bike ride from Hershey, Pa., to New York City, will take place September 28 through October 1, 2007. For more information, please visit <http://www.hersheys.com/pledge/>.

About the Young Survival Coalition

The Young Survival Coalition was founded in 1998 by three women diagnosed with breast cancer under the age of 35 who were discouraged by the lack of information available to young women diagnosed with the disease. With close to 18,000 constituents, 11 full-time staff people and 16 volunteer groups nationwide, the YSC works to change the face of breast cancer by advocating for more research on young women and breast cancer and providing this underserved population with vital programs and services dedicated to their needs so as to increase their quality and quantity of life and to decrease the sense of isolation they feel. Visit us at www.youngsurvival.org.

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* Chocolate, *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.

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