



For Immediate Release

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**THE HERSHEY COMPANY TO SALUTE RACING LEGEND
DALE EARNHARDT IN 2008 WITH COLLECTOR EDITION BARS**

***Collector Hershey®'s Milk Chocolate, Hershey's Milk Chocolate with Almonds and
Kit Kat® Wafer Bars Pay Homage to a Racing Legend and Raise Awareness for
The Dale Earnhardt Foundation***

HERSHEY, Pa., September 17, 2007 – The Hershey Company today announced that it will honor NASCAR racing legend Dale Earnhardt by introducing four Collector Edition bars featuring iconic images of Earnhardt and the stylized #3 he made famous. Packaging for the Collector Edition bars will showcase one of four different Earnhardt images, including three individual portraits spanning his distinguished career and one image of the Richard Childress Racing #3 GM Goodwrench car that Earnhardt raced to victory lane in the 1998 Daytona 500.

The Collector Edition Dale Earnhardt bars will be available in four varieties, including two *Hershey's* Milk Chocolate bar designs, one *Hershey's* Milk Chocolate with Almonds bar design and one *Kit Kat* wafer bar design. Packaging will feature facts about this racing legend and will be redeemable for unique Earnhardt merchandise.

The specially molded Collector Edition Dale Earnhardt bars will feature a distinctive on-bar design including Earnhardt's signature and stylized #3 and will be available beginning in January 2008 at retail outlets nationwide. Hershey will invite consumers to make a donation to The Dale Earnhardt Foundation through an online charity event.

Dale Earnhardt, often credited as a major factor in the rise of the sport's popularity, was a seven-time Winston/Nextel Cup champion and is tied for the most individual titles in racing history. He was the winner of 76 NASCAR Cup races and finished in the top 10 at 417 NASCAR Cup races throughout his illustrious career.

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The Hershey Dale Earnhardt promotion will run January through May 2008, and will be supported at retail with in-store, custom merchandising.

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.

About Dale Earnhardt Incorporated

Dale Earnhardt, Inc. (www.daleearnhardtinc.com) has won more than 100 races in NASCAR competition, including three Daytona 500s (2001, 2003, 2004). It has won 23 NASCAR Nextel Cup Series races, four NASCAR Busch Series Championships (1998, 1999, 2004, 2005) and two NASCAR Craftsman Truck Series Championships (1996, 1998). Its 2007 NASCAR Nextel Cup Series lineup includes Mark Martin, Aric Almirola and Regan Smith (No. 01 Army), Paul Menard (No. 15 Menards), Dale Earnhardt Jr. (No. 8 Budweiser) and Martin Truex Jr. (No. 1 Bass Pro Shops). Jeffrey Earnhardt, the grandson of the late Dale Earnhardt and the son of Kerry Earnhardt, drives the DEI No. 1 NASCAR Busch East Series car. Trevor Bayne will run the complete USAR Hooters Pro Cup Southern Division in addition to three NASCAR Busch Grand National Busch East Series events.

About The Dale Earnhardt Foundation

The mission of The Dale Earnhardt Foundation is to "Continue the Legend" through charitable programs that sustain Dale's lifelong commitment to Education, Children and Environment/Wildlife Preservation. Initiatives of the foundation include the establishment of the Dale Earnhardt Forest to replenish much needed tree canopy in areas damaged by drought or natural disaster to protect watershed erosion and the "Legend Leadership Award", presented annually on Dale Earnhardt Day (April 29th) to individuals or non-profit organizations that provide creative and innovative solutions for societal and community problems. More information on The Dale Earnhardt Foundation can be found at www.thedaleearnhardtoundation.org.

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