



For Immediate Release

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HERSHEY INTRODUCES REESE'S WHIPPS™ – CHOCOLATE AND PEANUT BUTTER FLAVOR TOGETHER LIKE NEVER BEFORE

Another Great Way to Enjoy Your Favorite Chocolate Peanut Butter Flavor Combination

HERSHEY, Pa. – October 23, 2007 – The Hershey Company announces the launch of the exciting new *Reese's Whipps* bar that provides *Reese's* lovers with another great option for enjoying the classic flavor combination of chocolate and peanut butter. *Reese's Whipps* offers a new texture and experience with a fluffy, whipped peanut butter flavored nougat center covered in peanut butter flavored candy and wrapped in rich chocolate. The result is a perfectly whipped *Reese's* bar with 40 percent less fat.*

Reese's Whipps marks the first time the signature *Reese's* flavor has been captured in a whipped bar. Each bite delivers a soft, light, and airy experience. *Reese's* combination of peanut butter and chocolate flavors has been whipped to perfection.

Reese's Whipps are available in 1.9 oz. bars at supermarkets, drugstores, convenience stores and mass merchandisers nationwide. *Reese's Whipps* will soon be available in packaged candy size and king size bars in March 2008. For more information on *Reese's Whipps*, visit www.reeses.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 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.

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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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* *Reese's Whipps* contains 40 percent less fat than the leading chocolate candy bar.

Editors Note:

Product Images Available Upon Request