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CUSTOMIZE YOUR CONFECTIONS WITH HERSHEY'S® GIFTS
New Build-A-Gift and Fresh from the Factory Debut for Holidays

HERSHEY, Pa. – November 26, 2007 - The Hershey Company invites consumers to customize their confections this holiday season with personalized offerings from Hershey's Gifts. The Sweetest Place on the Web™ – www.HersheyGifts.com – introduces indulgent new gift collections that can be customized for friends, family and loved ones. The site also features traditional favorites such as *Reese's* Peanut Butter Cups and *Hershey's Kisses* Brand Chocolates as well as new "Fresh from the Factory" choices. The holidays have never been sweeter.

New gifting options for 2007 include:

- **Build-A-Gift:** Hershey's Build-A-Gift collections allow you to create your own customized gift box filled with holiday *Hershey's Kisses* Brand Chocolates or *Hershey's Miniatures* Chocolate Bars. Hershey's Gifts master chocolatiers hand-wrap each box and personalize a milk chocolate card with a message from you. Build-A-Gift collections are perfect for chocolate lovers, business associates or out-of-town friends.
- **Fresh from the Factory:** Hershey's new Fresh from the Factory Club ships *Reese's* Peanut Butter Cups, *PayDay* Peanut Caramel Bars, *Twizzlers* Candy, *Good & Plenty* Candy or *Almond Joy* Candy Bars within 96 hours of production. From the factory to your doorstep, Club Members receive a different Fresh from the Factory selection each month. It's the perfect gift for the candy lover on your list.

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Hershey's Gifts is open 24 hours a day, 7 days a week, through December. Gifts are shipped directly from Hershey, Pa., The Sweetest Place on Earth[®], in holiday gift boxes. To see the complete collection or to order your holiday gifts, visit www.HersheyGifts.com or call 1-800-454-7737.

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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