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CONTACTS:

Jody Cook
The Hershey Company
717.534.4288
jcook@hersheys.com

Corey Dunavan
JSH&A Public Relations
630.932.7968
corey@jsha.com

**FROM CLASSIC *HERSHEY*®'S MILK CHOCOLATE BUNNIES TO *JOLLY RANCHER*®
JELLY BEANS, THE EXPERTS AT HERSHEY ARE MAKING THIS EARLY EASTER EVEN SWEETER**

Hershey Easter Treats Available at Retail Outlets Nationwide and Online at HersheyGifts.com

HERSHEY, Pa. – March 5, 2008 – With the earliest Easter since 1913 arriving soon (March 23), gift-givers will have less time than usual – 16 fewer days than last year – to find the perfect Easter surprise for their friends and loved ones. The experts at Hershey have just the thing for consumers both at retail and online – offering personalized seasonal treats, exciting new gifts and classic favorites to make Easter baskets, egg hunts and holiday gatherings more festive.

Hershey Celebrates Easter at Retail — Seasonal Portfolio Debuts

Filling Easter baskets has never been easier with an exciting selection of Hershey confections at retail. Hershey's seasonal assortment includes classic favorites such as *Hershey*®'s Milk Chocolate Bunnies, *Cadbury Crème Eggs*® Candy, *Whoppers*® *Robin Eggs*® Candy, *Jolly Rancher*® Jelly Beans and the most popular chocolate Easter confection, *Reese's*® Peanut Butter Eggs. New to Hershey's Easter portfolio this season are: *Hershey*®'s *Kisses*® Brand Milk Chocolates Filled with Coconut or Vanilla Crème; *Jolly Rancher* Egg Shaped Pops; *Cadbury*® *Royal Dark* Chocolate and *Cadbury* Orange Crème Eggs and *Hershey's* Milk Chocolate Hollow Eggs filled with *Reese's* Mini *Reester Bunny*® Chocolates or *Hershey's* *Kisses* Brand Chocolates.

Hershey's complete seasonal portfolio can be found at retailers nationwide. Visit www.KeepEasterEasy.com for a list of Easter favorites, as well as unique Easter basket ideas and supplies, homemade crafts, free gifts and delicious Easter recipes. Or, decorate computers for the season with free seasonal computer wallpapers and screensavers available for download.

HersheyGifts.com — The Sweetest Site on the Web® — Get Personal This Easter

The ideal destination for gift-givers preferring the convenience of easy online shopping, HersheyGifts.com features a variety of high-quality seasonal gifts ready to ship nationwide. HersheyGifts.com offers unique gift collections and traditional favorites, featuring your favorite *Hershey's* chocolate, that can be personalized for friends, family and loved ones.

HERSHEY EASTER PORTFOLIO/Page 2

Gift options for Easter include:

- **Chocolate Easter Eggs and Bunnies:** End your Easter egg hunt with a simple click of the mouse by giving a hand-decorated 7 oz. *Hershey's* Milk Chocolate Easter Egg, personalized with a message of your choice (\$15). Or, put a hop in someone's step by giving them a personalized 12 oz. bunny molded from creamy *Hershey's* Milk Chocolate or *Hershey's Special Dark*® Chocolate (\$18).
- **Build-A-Basket:** Put a personal twist on a traditional Easter gift item. Choose an Easter basket in one of three spring colors and select the perfect centerpiece – *Hershey's* Milk Chocolate Easter Egg or *Hershey's* Milk Chocolate Easter Bunny – featuring your personal message. Hershey's will then include bags of *Hershey's* Solid Milk Chocolate Eggs, assorted *Hershey's* and *Reese's* miniatures, *Jolly Rancher* Jelly Beans and *Reese's Pieces*® Candies for a beautiful basket (\$35-\$39).
- **Specialty Baskets and Gifts:** Hershey's Gifts offers a wide array of custom-made baskets and gifts including the Ultimate Easter Basket (\$60), the *Cadbury* Cutie Basket (\$40), the *Reese's Reester Bunny* Basket (\$30) and Plush Bunny with Personalized *Hershey's* Milk Chocolate Egg (\$25)
- **Chocolate Cards:** Even better than sending real flowers is surprising someone with edible chocolate spring posies, decorated on a solid *Hershey's* Milk Chocolate Card – a 9" square of chocolate hand-designed with your personal message. Also available in *Hershey's Special Dark* chocolate (\$25).
- **Gifts for Sharing:** Make someone smile with one of our beautifully designed egg-shaped boxes available in sets of three or five. Each gift box is filled with either *Hershey's Kisses* Brand Milk Chocolates, *Hershey's Kisses* Brand Milk Chocolates with Almonds, *Hershey's Kisses* Brand Milk Chocolates filled with Caramel, *Hershey's Special Dark* Mildly Sweet Chocolate Eggs or *Reese's* Peanut Butter Miniature Eggs (\$25-\$35). Wow co-workers, clients, friends and family with festively decorated tins featuring assortments of favorite *Hershey's* and *Reese's* Easter chocolates (\$30-60).

Hershey's Gifts is open 24 hours a day, 7 days a week. To see the complete collection or to order your Easter gifts, visit www.HersheyGifts.com or call 1-800-4-KISSES (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 approximately 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat*, *Twizzlers* and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Bliss*, *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. Hershey's partnership with Starbucks offers a premium chocolate experience that combines the highest-quality chocolate with Starbucks coffee-house flavors, for a range of delicious and distinct chocolate products. 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.