



FOR IMMEDIATE RELEASE

**Contact:** Jody Cook  
717.534.4288  
jcook@hersheys.com

Cheryl Georgas  
630.932.7914  
cheryl@jsha.com

**HERSHEY'S BLISS™ CHOCOLATE FACT SHEET**  
*Bliss is Everywhere. You Just Have to Unwrap It.™*

- The Hershey Company invites chocolate lovers to unwrap the joy of chocolate with the debut of *Hershey's Bliss* chocolate. The premium new chocolate from The Hershey Company is a delicious everyday reminder that “Bliss is everywhere. You just have to unwrap it.™”
- **Flavors:** *Hershey's Bliss* chocolate is available in three flavors:
  - ***Hershey's Bliss Milk Chocolate*** – Smooth and creamy, *Hershey's Bliss* Milk Chocolate wraps the senses in the warm, creamy flavors of premium milk chocolate
  - ***Hershey's Bliss Dark Chocolate*** – Rich and creamy, *Hershey's Bliss* Dark Chocolate delivers a full cacao flavor with an incredibly smooth finish.
  - ***Hershey's Bliss Milk Chocolate Meltaway*** – Creamy and indulgent, *Hershey's Bliss* Milk Chocolate Meltaway surrounds a creamy, liquid milk chocolate center with a smooth milk chocolate shell.
- **Availability:** *Hershey's Bliss* chocolate is now available at mass, grocery and drug stores nationwide.
- **Packaging:** Each bite-size *Hershey's Bliss* chocolate square is individually wrapped and packaged in a 9.6 oz lay-down bag, the perfect daily reward or a beautiful addition to your candy dish.
- **Marketing Support:** The launch of *Hershey's Bliss* chocolate will be supported by a national television advertising campaign, in-store merchandising, a national FSI and sampling.
- ***Hershey's Bliss* Chocolate Parties:** During the weekend of April 25, 2008, *Hershey's Bliss* chocolate will host 10 thousand chocolate parties in homes across America. To sign up to host a *Hershey's Bliss* Chocolate Party consumers should visit [www.houseparty.com/hersheysbliss](http://www.houseparty.com/hersheysbliss) for more details or to register.
- **Celebrating Everyday Bliss:** The *Hershey's Bliss* chocolate parties will celebrate everyday bliss as friends and family gather to share personal stories of bliss while sampling Hershey's newest indulgence.

###