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Contact: Jody Cook
717.534.4288
jcook@hersheys.com

Cheryl Georgas
630.932.7914
cheryl@jsha.com

**THE HERSHEY COMPANY PROVIDES SWEET SUPPORT FOR TEAM U.S.A. WITH
“TASTE OF VICTORY” PROMOTION**

Hershey's and U.S. Olympic Team Form Winning Combination

HERSHEY, Pa., June 24, 2008 – Victory has never tasted so sweet. As an Official Supplier of the 2008 U.S. Olympic Team, The Hershey Company gives this classic saying a new ring with the “Taste of Victory” promotion that proudly supports America’s top athletes at the 2008 Olympic Games. The promotion includes an exciting in-pack, instant-win game with more than 100,000 prizes and the chance to support Team U.S.A. by sporting the same Olympic Ring Wristbands the athletes will be wearing in Beijing. Hershey is proud to team with Olympic hopefuls including Track and Field star Sanya Richards and BMX/Cycling rider Donny Robinson in support of the promotion.

“The Hershey Company is proud to share in the excitement that surrounds the Olympics while encouraging Americans to support Team U.S.A. during the 2008 Games,” said Michele Buck, Senior Vice President, Global Chief Marketing Officer, The Hershey Company. “Our ‘Taste of Victory’ promotion gives everyone the chance to experience the thrill of victory, while our sponsorship of Team U.S.A. furthers Hershey’s 30-year tradition of supporting young athletes and impressing upon them the importance of physical fitness through our *Hershey’s Track & Field Games*.”

Inside specially-marked standard bar packages of *Hershey’s* Milk Chocolate Bars, *Reese’s* Peanut Butter Cups, *Kit Kat* Wafer Bars, *Almond Joy* candy bars, and *York* Peppermint Patties, consumers will have the chance to instantly win more than 100,000 great prizes including a Chevy Tahoe Hybrid, Panasonic 42” Plasma HDTVs and \$10 Visa Gift Cards.

In addition, participating Hershey’s packaged candy bags will help Americans show their support for Team U.S.A. by featuring Olympic-inspired red, white and blue foil-wrappers and providing free Olympic Ring Wristbands, the same wristbands worn by the 2008 U.S. Olympic Team athletes. Inspired by the universally recognized interlocking

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Olympic rings, Hershey's "Taste of Victory" wristbands are red, white and blue and bear the inspiring words: Dream. Believe. Achieve. Members of the U.S. Olympic team will be given the wristbands to wear as they train and compete. Consumers can get their wristbands FREE by mailing in three UPCs from bags of *Hershey's Kisses* Chocolates, *York* Peppermint Patties, *Reese's* Peanut Butter Cups, *Hershey's Miniatures* Chocolate Bars or *Twizzlers* candy. As part of the promotion, Hershey will make a donation to the U.S. Olympic Team.

Hershey will support the "Taste of Victory" promotion with in-store merchandising featuring Sanya Richards and Donny Robinson, radio advertising running June through August and a dedicated website featuring Olympic promotions. For more information on the "Taste of Victory" promotion and Hershey's support of Team U.S.A. visit www.hersheys.com/usolympicteam.

The Hershey Company's support of the 2008 U.S. Olympic Team is part of Hershey's ongoing commitment to current and future Olympians through the *Hershey's Track & Field Games*. The *Games* are the longest-running youth sports program of its kind in North America and is designed to encourage physical fitness among youth and emphasize sportsmanship. Hershey works with Olympians Carl Lewis, Bruce Jenner and Rafer Johnson as well as current Team U.S.A. athletes like Sanya Richards and Monique Henderson to support the *Games* and encourage youth participation in track and field. For more information about the 2008 *Hershey's Track & Field Games*, visit www.hersheystrackandfield.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 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.