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THE HERSHEY COMPANY SCARES UP HALLOWEEN FUN THIS SEASON WITH DELICIOUS NEW TREATS AND CLASSIC FAVORITES

From Delighting Trick-or-Treaters to “Boo-ing” the Neighbors, Hershey’s Halloween Experts Offer Sweet Treats for the Season

HERSHEY, Pa. – September 15, 2008 – Halloween is the season of ghosts, goblins and best of all, candy. The experts at The Hershey Company are emphasizing the “treat” in trick-or-treat this year by offering an assortment of new and classic candy, certain to delight trick-or-treaters, bolster “boo-ing” gifts and sweeten seasonal candy dishes. From favorites such as *Hershey’s*® Milk Chocolate Snack Size Bars to new *Whoppers*® Malted Milk Balls Haunted House Cartons, *Hershey’s* “spook-tacular” selection offers something for everyone.

Trick-or-Treating and Halloween Party Essentials

Hershey’s has delicious candies for every occasion this season, whether treating trick-or-treaters or filling the office candy dish.

New products this year include:

- *Hershey’s*® *Kisses*® Candy Corn Flavored Candies
- *Twizzlers*® Candy snack-sized Rainbow Twists
- *Hershey’s* Tombstone-shaped Moulded Bars in Milk Chocolate and Cookies ‘n’ Crème flavors
- *Hershey’s* and *Reese’s*® Boo Crew (foil-wrapped milk chocolate or peanut butter-filled milk chocolate candies)
- Demon Treats Assorted Bag (*Milk Duds*® Candy, *Reese’s Pieces*® Candy, *Whoppers* Malted Milk Balls, *Kit Kat*® Wafer Bars and *Hershey’s* Milk Chocolate)
- Candy Caldron Assorted Bag (*Jolly Rancher*® Lollipops, *Jolly Rancher* Doubles Candy, *Twizzlers* Strawberry Mini-Bars and *Twizzlers*® Pull ‘n Peel® Candy with Green Apple and Tropical flavors)

Treat yourself with classic favorites people scream for year after year, such as *Hershey’s* Milk Chocolate, *Reese’s* Peanut Butter Cups and *Kit Kat* Wafer Bars in a snack-size package that’s perfect for the trick-or-treat bag.

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Hershey's Helps Make "Boo-ing" Extra Sweet this Season

Celebrate the spirit of giving this Halloween season by "boo-ing" your friends and family with sweet treats from *Hershey*. A growing trend that is fast becoming a Halloween tradition in the United States, Canada and Great Britain, "boo-ing" (also known as "ghosting") is the fun practice of surprising someone by leaving a Halloween goodie-basket of treats at their doorstep.

Among *Hershey's* "boo-ing" items this season are *Whoppers* Malted Milk Balls or *Milk Duds* Candy "Haunted House" Cartons and Ghost- and Black Cat-themed Boo Gift Bags containing *Hershey's Kisses* Brand Milk Chocolates wrapped in black and orange foil. Learn how to create your own "boo-ing" treat bag at www.TrickorTreats.com.

Start the Season with Harvest-Themed Treats

Hershey's puts a sweet spin on the entire fall season with its festive Harvest collection. This season, *Hershey* debuts *Hershey's Kisses* Candy Corn Flavored Candies, colorful layers that look and taste like candy corn. Also available are *Hershey's*® *Miniatures* Chocolate Bars and *Reese's*® Peanut Butter Cups Miniatures, adorned in Harvest-themed wrappers. All *Hershey* Harvest items are perfect for sharing with your family, friends and co-workers and add a warm, festive touch to home or office seasonal décor.

Hershey's complete seasonal collection can be found at retailers nationwide. For more information on *Hershey's* seasonal products, as well as costume ideas, spooky screensavers, desktop wallpapers, delicious Halloween recipes, craft activities and party invitations visit www.TrickorTreats.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.