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PAYDAY AND SKOR FUEL CHICAGO-AREA DRIVERS WITH FREE MORNING FILL-UP

More than 5,000 Gallons of Free Gas Pumped for Lucky Chicago-Area Drivers to Kick Off National "Cash 4 Gas" Promotion

HERSHEY, Pa., June 17, 2008 – Chicago-area drivers scored the ultimate fill-up today, as *PayDay*® and *Skor*® Brands surprised 7-Eleven customers with more than 5,000 gallons of free gasoline. The free gas event kicked off a national *PayDay* Bar and *Skor* Bar “Cash 4 Gas” instant-win promotion that could give away 5,500 prizes of free gas from now through December.

Facing soaring gas prices, lucky drivers passing by the Romeoville, Ill., 7-Eleven station began lining up at 7:00 a.m., as the *PayDay* and *Skor* team kicked off the free gas giveaway. In just two hours, 12 gasoline pumps dispensed more than 5,000 gallons of gas into 380 gas tanks of lucky customers. Participants also received sweet treats while they waited – free *PayDay* Bars and *Skor* Bars.

The free fill-up event kicked off *PayDay*'s and *Skor*'s national “Cash 4 Gas” promotion – an on-pack, instant-win game which will give away cash to fill thousands of tanks this year for anxious motorists facing a current national average cost for gasoline of \$4.08 a gallon*. The current average cost of gasoline in the Chicago-area, one of the most expensive gasoline markets in the nation, is \$4.18 per gallon*. From June through December 2008, consumers can look inside the wrappers of specially marked *PayDay* Bars and *Skor* Bars to see if they've instantly won one of more than 5,500 cash prizes. Fifty grand-prize winners will win free cash for gas for one year valued at more than \$2,300, while other winners can score cash good for a tank of gas.

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“Experiencing some of the nation’s highest gasoline prices, Chicago was the perfect location to host a free gas giveaway to kick-off our national ‘Cash 4 Gas’ consumer promotion,” said Jody Cook, Director of Product Publicity, The Hershey Company. “The ‘Cash 4 Gas’ promotion will be rewarding lucky drivers nationwide with a prize they can really use this year – cash for free gas.”

Specially marked *PayDay* Bars and *Skor* Bars will be available through December 31, 2008 wherever candy is sold, while supplies last. For official rules and regulations, please visit www.hersheys.com/cash4gas.

About the Products

PayDay Peanut Caramel Bars are a delectable combination of crunchy roasted peanuts and sweet chewy caramel. *Skor* Toffee Bars are deliciously buttery bars of crunchy toffee coated in rich milk chocolate.

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.

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*Source: Energy Information Administration