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CASH 4 GAS FACT SHEET

PayDay® and *Skor*® Brands are giving away the ultimate fill-up to motorists nationwide with the “Cash 4 Gas” promotion – an on-pack, instant-win game which will fill thousands of motorists’ gas tanks.

“Cash 4 Gas” Promotion

- From June through December 2008, specially marked packages of *PayDay* Bars and *Skor* Bars will give motorists the chance to win one of more than 5,500 cash prizes instantly
- “Cash 4 Gas” prizes will be featured inside the wrappers
- Fifty grand-prize winners will win free cash for gas for one year, while other winners can score cash good for a tank of 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, visit www.hersheys.com/cash4gas

***PayDay* Peanut Caramel Bars**

- A long-standing Hershey favorite that first hit store shelves in 1932, *PayDay* Bars are packed with roasted peanuts and sweet, chewy caramel for the ultimate treat
- *PayDay* Bars are made with 40 percent roasted peanuts

***Skor* Toffee Bars**

- Launched in 1983, *Skor* Bars feature crisp, buttery toffee wrapped in delicate *Hershey*®’s Milk Chocolate for a sweet combination

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