



**For Immediate Release**

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**SPECIAL EDITION *THE DARK KNIGHT REESE'S* AND *KIT KAT* FLY INTO STORES  
TO CELEBRATE DEBUT OF THE HIGHLY ANTICIPATED NEW *BATMAN* FILM**

***Instant-Win Promotion Invites Reese's, Kit Kat and Batman Fans to "Find the Bat-Signal and Win"***

**HERSHEY, Pa., July 8, 2008** – The Hershey Company is celebrating the release of Warner Bros. Pictures' *The Dark Knight* with Special Edition *Batman*-themed products. Special Edition *Reese's*<sup>®</sup> Milk Chocolate Peanut Butter Bats and *Reese's*<sup>®</sup> Dark Peanut Butter Bats feature a unique bat shape to mark the debut of the highly anticipated new *Batman* feature, arriving in theaters July 18. *Reese's*<sup>®</sup> *Pieces*<sup>®</sup> Candies are getting in on the fun by masking themselves in a *Batman*-themed black and blue color scheme, and *Kit Kat*<sup>®</sup> *Dark Knight* Bars feature an imprinted Bat-Signal on standard and king size bars. The Special Edition *Batman* products are now available.

Hershey's *The Dark Knight* collection also invites consumers to "Find the Bat-Signal and Win" with an exciting instant-win promotion. One lucky grand-prize winner will receive the ultimate *Batman* accessory – a customized, *Batman*-themed, hand built *MV Agusta* F4 motorcycle valued at \$35,000. Specially marked packages feature instant-win game pieces and the chance to win a variety of *The Dark Knight*-themed prizes, including ten official Joker Henchman Masks and five home theater systems, each including a widescreen television, speakers and audio components.

For an inside look at Hershey's "Find the Bat-Signal and Win" promotion prizes and *The Dark Knight* movie trailers, fans can visit [www.reeses.com/darkknight](http://www.reeses.com/darkknight). *Reese's* and *Batman* fans are invited to upload videos showcasing their favorite way to enjoy Hershey's *The Dark Knight* collection, helping The Joker on his quest to make the *Reese's* bat-shaped candy disappear.

"By partnering with one of the season's hottest entertainment properties, Hershey is delivering the excitement of a big-screen event movie through our iconic brands," said Michele Buck, Senior Vice President, Global Chief Marketing Officer, The Hershey Company. "We are thrilled to partner with *The Dark Knight* and we are excited to bring this exciting promotion to our consumers."

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The Special Edition *Reese's* Peanut Butter Cups, *Reese's Pieces* Candies and *Kit Kat* Wafer Bars featuring *The Dark Knight* are available now through December 2008, while supplies last, at mass, grocery, drug and convenience stores. Hershey's "Find the Bat-Signal and Win" promotion runs through December 31, 2008. Official rules and additional details can be viewed at [www.reeses.com/darkknight](http://www.reeses.com/darkknight).

**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](http://www.hersheynewsroom.com).

**About The Dark Knight**

Opening nationwide on July 18, 2008, *The Dark Knight* is a Warner Bros. Pictures presentation in association with Legendary Pictures.

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