



For Immediate Release

Contact: Jody Cook
The Hershey Company
717.534.4288

Kristin Zanini
JSH&A Public Relations
630.932.9316

THE HERSHEY COMPANY *THE DARK KNIGHT* SPECIAL EDITION COLLECTION

FACT SHEET

The Dark Knight – the highly anticipated *Batman* feature from Warner Bros. Pictures set to arrive in theaters July 18 – invades retail with Special Edition *Reese's*[®] Peanut Butter Cups, *Reese's*[®] *Pieces*[®] Candy and *Kit Kat*[®] Wafer Bars. The special bat-shaped and *Batman*-themed candy is now available.

The Hershey Company's *The Dark Knight* Special Edition Collection

- The iconic *Reese's* brand is offering fans two Special Edition bat-shaped products featuring *The Dark Knight*:
 - *Reese's* Milk Chocolate Peanut Butter Bats
 - *Reese's* Dark Peanut Butter Bats
- Special Edition *Reese's Pieces* Candies have masked themselves in a *Batman*-themed black and blue color scheme.
- Special Edition *Kit Kat Dark Knight* Bars feature an imprinted Bat-Signal on standard and king size bars.
- The Special Edition *Reese's* Peanut Butter Cups 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.
- The *Batman* promotion will be supported by in-store merchandising and a multi-million-dollar advertising campaign.
- The Hershey Company is the largest North American manufacturer of quality chocolate and sugar confectionery products.

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