



**For Immediate Release**

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**THE HERSHEY COMPANY "FIND THE BAT-SIGNAL AND WIN"  
INSTANT-WIN PROMOTION**

**FACT SHEET**

The Hershey Company is inviting consumers to "Find the Bat-Signal and Win" with an instant-win promotion. Specially marked packages of Hershey's *The Dark Knight* collection feature instant-win game pieces and the chance to win exciting *The Dark Knight*-themed prizes.

**The Hershey Company "Find the Bat-Signal and Win" Instant-Win Promotion**

- Specially marked packages of *Reese's*<sup>®</sup> Milk Chocolate Peanut Butter Bats, *Reese's*<sup>®</sup> Dark Peanut Butter Bats, *Reese's*<sup>®</sup> *Pieces*<sup>®</sup> Candy and *Kit Kat*<sup>®</sup> *Dark Knight* Bars feature instant-win game pieces with the chance to win *The Dark Knight*-themed prizes:
  - Ten second-prize winners will take home an official Joker Henchman Mask valued at \$500.
  - Five first-prize winners will receive a home theater system including a widescreen television, speakers and audio components valued at \$5,000.
  - One lucky grand-prize winner will receive a customized, *Batman*-themed, hand built *MV Agusta* F4 motorcycle valued at \$35,000 – the ultimate *Batman* accessory.
- The Hershey Company's "Find the Bat-Signal and Win" promotion runs now through December 31, 2008. Official rules and additional details can be viewed at [www.reeses.com/darkknight](http://www.reeses.com/darkknight).
- The *Batman* promotion will be supported by in-store merchandising and a multi-million-dollar advertising campaign.
- Special Edition *Reese's* Peanut Butter Cups, *Reese's Pieces* Candy and *Kit Kat* Wafer Bars featuring *The Dark Knight* are available now at mass, grocery, drug and convenience stores, while supplies last.

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