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THE HERSHEY COMPANY OFFERS HOLIDAY HAPPINESS IN 2008

Hershey's Captures the Magic of the Season with an Exciting Assortment of New and Classic Holiday Favorites in Stores and Online at HersheyGifts.com

HERSHEY, Pa., – July 9, 2008 – The holidays are a time for family, friends and giving, and The Hershey Company is celebrating the arrival of the season with a delectable collection of new and traditional holiday treats, stocking stuffers and gifts – both in stores and online. Whether searching for the perfect gift or looking for ways to make a holiday gathering sweeter, *Hershey's* Holiday Collection is sure to bring happiness to every festive occasion.

Hershey Celebrates the Holidays at Retail – Seasonal Collection Debuts

Hershey's confections make filling stockings and finding the perfect gift easier with its 2008 seasonal selections.

Hershey's treats available this Holiday season at retail include:

- NEW – *Whoppers*[®] *Sno-Balls*[®] Candy Coated Malted Milk Balls, *Whoppers*[®] Malted Milk Balls and *Milk Duds*[®] Candy Holiday Village Cartons
- *Hershey's* *Pot of Gold*[®] Boxed Chocolates in several delicious assortments: Premium, Nuts, Caramels, and Milk Chocolate Collections, as well as Pecan Caramel Clusters
- NEW – *Hershey's* *Kisses*[®] Brand Milk Chocolates Naughty and Nice Gift Bags
- NEW – *Hershey's* *Kisses*[®] Brand Milk Chocolates Red and Green Gift Bags with seasonal plumes
- *Hershey's* *Kisses*[®] Brand Milk Chocolates Filled with Hot Cocoa Crème
- *Hershey's* *Kisses*[®] Brand Candy Cane-Flavored Mint Candies
- *Hershey's* *Kisses*[®] Brand Mint Truffle Wrapped in Dark Chocolate
- *Hershey's* *Kisses*[®] Brand Milk Chocolates, adorned in red, green and silver wrappers
- NEW – *Hershey's* *Bliss*[®] Crème de Menthe-Flavored Milk Chocolate
- NEW – *Jolly Rancher*[®] Holiday Lollipops
- NEW – *Hershey's* Solid 5 oz. Milk Chocolate Santa

Hershey's complete seasonal collection can be found at retailers nationwide. For more information on *Hershey's* seasonal products, as well as delicious Holiday recipes, crafts and gift giving solutions, visit

www.Hersheys.com/Holidays.

Hershey's Gifts – The Sweetest Site on the Web® - Get Personal This Season

'Tis the season to be sweet! Surprise family, friends, business customers and clients with personalized seasonal gifts this year from *Hershey's Gifts. The Sweetest Site on the Web®* – www.HersheyGifts.com – offers a wide array of unique gift options making it the ideal destination for online gift-givers, especially last-minute shoppers still hoping to make the Holiday season memorable. Have *Hershey's Gifts* deliver it for you right to their door!

Gifting options for the Holiday season include:

- **Red & Green Swirls Deluxe Tower:** Give a towering gift of glittering boxes and tins packaged together, and filled with treats everyone will love. Each box or tin includes *Hershey's* favorites, such as assorted *Hershey's Kisses®* Brand Milk Chocolates and *Hershey's* and *Reese's®* Miniatures Chocolates, plus new delights including *Hershey's* Pecan Caramel Clusters and *Hershey's* Milk Chocolate-Dipped Pretzels. Top this elegant masterpiece with a pure, creamy *Hershey's* Milk Chocolate Card, inscribed with your personal message.
- **Pine Cone Basket:** This gorgeous display of confections will bring holiday cheer to family, office staff or a special client. Tucked inside a pine cone basket are *Hershey's* Milk Chocolate and Dark Chocolate Truffles, *Hershey's* Pecan Caramel Clusters, assorted *Hershey's* and *Reese's* Miniatures Chocolates and a variety of *Hershey's Kisses* Milk Chocolates and *Hershey's Special Dark®* Chocolates. Personalize this basket with a pure, creamy *Hershey's* Milk Chocolate Card.
- **Chocolate Cards:** Put a unique twist on Holiday greetings with a pure, creamy *Hershey's* Milk Chocolate Card – a nine-inch square of chocolate hand-designed with your personal message. Also available in *Hershey's Special Dark* Chocolate.
- **Gold Personalized Chocolate Gift Box:** Surprise your host with a hand-written personalized *Hershey's* Milk Chocolate Card, packaged elegantly inside a beautiful golden box. The gift box features a generous supply of assorted *Hershey's Kisses* Milk Chocolates and *Hershey's* and *Reese's Miniatures* Chocolates, all wrapped up for the holidays. Also available in *Hershey's Special Dark* Chocolate.

Hershey Gifts is open 24 hours a day, seven days a week. To see the complete collection or to order your Holiday gifts, visit www.HersheyGifts.com or call 1-800-4-KISSES (1-800-454-7737).

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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