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***HERSHEY'S KISSES BRAND CHOCOLATES SWEETEN THIS HOLIDAY SEASON
WITH RECIPES FOR EVERY TASTE***

Holiday Cookie Exchanges Provide Festive Entertainment, Dessert Tray Time-Savers

HERSHEY, Pa., July 16, 2008 – 'Tis the season for holiday baking, and to celebrate this tasty tradition, *Hershey®'s Kisses®* Brand Chocolates and the experts at the *Hershey's Kitchens* are offering consumers a variety of festive recipes to sweeten the holiday season. From classic Peanut Butter Blossom cookies to No-Bake Chocolate Cake Rolls, holiday dessert trays have never looked more delicious. *Hershey's Kisses* Brand Chocolates also are helping consumers celebrate a growing trend in holiday entertainment, offering tips and suggestions for hosting the perfect cookie exchange party.

Since *Hershey's Kisses* Chocolates are a popular ingredient in seasonal baking, the *Hershey's Kitchens* experts are sharing new and classic recipes showcasing this consumer favorite. Peanut Butter Blossoms feature a rich peanut butter cookie topped with a *Hershey's Kisses* Milk Chocolate, and Magical *Kisses* Cookies offer a tasty treat with *Hershey's Kisses* Brand Milk Chocolates wrapped in sugary cookie dough and powdered sugar. Families also can enjoy Tuxedo Brownie *Hugs* Cookies – rich, chocolate cookies topped with a brown-and-white-striped *Hershey®'s Hugs®* Chocolate.

Though cookies are a dessert tray staple, holiday baking extends well beyond the cookie jar. *Hershey's* No-Bake Chocolate Cake Roll is the perfect dessert centerpiece featuring vanilla pudding, *Hershey®'s* Cocoa and chocolate wafers garnished with *Hershey's Hugs* Chocolates and *Hershey's Kisses* Milk Chocolates. *Kisses* Candy Twists are a snap to make and a certain crowd pleaser. Just place *Hershey's Kisses* Milk Chocolates on

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twisted pretzels, bake two minutes and top with chopped nuts or holiday candies. These and other seasonal recipes can be viewed at www.hersheyskitchens.com.

In addition to delectable holiday recipes, *Hershey's Kisses* Brand Chocolates are offering consumers tips for hosting a perfect cookie exchange party this season. A growing trend in holiday entertaining, cookie exchanges provide a fun reason to gather with friends and family as well as a quick and easy way to fill up holiday dessert trays. For a successful exchange, be sure to invite guests at least two weeks in advance and ask all guests to RSVP with the recipe they plan to make. For those guests who don't have a favorite recipe, keep suggestions on hand or consider including a unique recipe on every invitation. Encourage all participants to bring printed recipe copies, a plastic container for taking home treats, and one dozen cookies for every attendee. For added excitement, turn the cookie exchange into a cookie gifting party – set out gift tags, gift bags and ribbons, and invite guests to assemble cookie gifts for co-workers, neighbors, teachers and friends. For additional cookie exchange tips, downloadable recipe cards and unique gift tags, visit www.hersheys.com/recipes/baking-hints-tips.

With a host of fun and festive recipes, *Hershey's Kisses* Brand Chocolates also are helping to ensure the new year is sweeter than ever. Consumers can enjoy a year of *Kisses* Chocolates in 2009 with a *Hershey's Kisses* Brand Chocolates calendar featuring 12 delicious recipes. The *Hershey's Kisses* Chocolates calendar is available from September 2008 through January 2009 with five proofs of purchase found on select *Hershey's Kisses* packages.

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.