



FOR IMMEDIATE RELEASE

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**HERSHEY'S TURNS PINK TO HONOR
BREAST CANCER AWARENESS MONTH**

***Pedaling Awareness: Hershey®'s Tour de Pink Four-Day Charity Bike Ride and Online Charity Ride
Raise Funds and Awareness***

HERSHEY, Pa., August 26, 2008 – For the fourth year, The Hershey Company will turn pink in October to help raise awareness of breast cancer. During Breast Cancer Awareness Month, the iconic *Hershey®'s Kisses®* Brand Milk Chocolates, *Hershey®'s Nuggets* Chocolates, *Hershey®'s Syrup*, *York®* Peppermint Patties and *Reese's®* Peanut Butter Cup Miniatures will feature pink packaging to showcase the company's commitment to educating women, supporting research and finding a cure for breast cancer, a disease that will affect over 182,000 women in 2008. In addition, Hershey's is hosting a four-day charity bike ride and virtual online charity ride inviting everyone to get involved and support the Young Survival Coalition (YSC), the premier international non-profit network of breast cancer survivors and supporters dedicated to addressing the concerns and issues unique to young women and breast cancer.

“The Hershey Company is committed to supporting breast cancer education and awareness. We want to offer real ways to get involved, so this year we added a virtual component to our annual four-day charity bike ride,” said Michele Buck, Senior Vice President, Global Chief Marketing Officer, The Hershey Company. “Breast cancer affects women of all ages, and we are dedicated to making a difference, contributing more than \$1 million to the Young Survival Coalition in the past four years.”

Through action, advocacy and awareness, the YSC seeks to increase the quality and quantity of life for all young women affected by breast cancer by educating the medical, research, breast cancer and legislative communities and influencing them to address the incidence of the disease in women ages 40 and under. The YSC serves as a point of contact for young women affected by the disease.

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“The Hershey Company’s commitment to the Young Survival Coalition funds vital programs and services for young women battling breast cancer,” said Lanita Moss, President and Co-Founder of the Young Survival Coalition. “Through the Hershey brands and *Hershey’s Tour de Pink* bike ride, we are fulfilling our mission to raise awareness and funds for young women and their families.”

The Hershey Company will donate \$300,000 to the YSC in 2008, raising awareness for breast cancer and funding critical programming and research.

Join The Cause: *Hershey’s Tour de Pink* and Virtual Ride

The *Hershey’s Tour de Pink* – a four-day, 220-mile bike ride from Hershey, Pa., to New York City – will take place October 3 to October 6. For the first time, this year people across the country can get involved in their community by joining the *Hershey’s Tour de Pink* Virtual Ride. Challenging riders to pedal 220 miles by October 6, the *Hershey’s Tour de Pink* Virtual Ride provides the resources to have people participate in the ride and raise funds for The Young Survival Coalition. Virtual ride participants are required to raise a minimum of \$250 in order to receive an official *Hershey’s Tour de Pink* jersey. Participants can choose a bike of their choice, from a stationary bike to a bicycle built for two, or a combination of bicycle types, to log the 220 miles required to complete the Virtual Ride. Participate as an individual or as a team and log miles online. For more information or to become a virtual rider and participate in your community, visit www.hersheyspledge.com.

Pink Pride: Hershey Limited-Edition Pink Products

Hershey limited-edition pink products will be available September through October at mass, grocery and specialty retailers. Products sporting pink packaging include: *Hershey’s Kisses* Brand Milk Chocolates, *Hershey’s Nuggets* Chocolates, *Hershey’s Syrup*, *York* Peppermint Patties and for the first time, *Reese’s* Peanut Butter Cup Miniatures. *York* Peppermint Patties also will turn its white peppermint centers pink in honor of Breast Cancer Awareness Month and the YSC.

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About the Young Survival Coalition

The Young Survival Coalition was founded in 1998 by three women diagnosed with breast cancer under the age of 35 who were discouraged by the lack of information available to young women diagnosed with the disease. With revenues of \$2.4 million, over 23,000 constituents, nine staff people and six affiliates, the YSC works to change the face of breast cancer by advocating for more research on young women and breast cancer and providing this underserved population with programs and services specific to them. The YSC also provides a peer-support network of survivors as well as vital resources to decrease the sense of isolation felt by young women affected by breast cancer.

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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