



FOR IMMEDIATE RELEASE

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HERSHEY'S PINK PRODUCT FACT SHEET

For the fourth year, Hershey's iconic brands are turning pink this October in support of breast cancer awareness. *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 limited-edition pink packaging available September through October 2008 at mass, grocery and specialty retailers nationwide.

***Hershey's Kisses* Brand Milk Chocolates**

- Limited-edition pink *Hershey's Kisses* Brand Milk Chocolates will be wrapped in pink ribbon foil adopting the widely recognized symbol of breast cancer awareness.
- The smooth, rich *Hershey's Kisses* Brand Milk Chocolate has been an American classic since 1907.

***Hershey's Nuggets* Chocolates**

- The limited-edition pink *Hershey's Nuggets* Chocolates will feature pink foil wrappers.
- *Hershey's Nuggets* Chocolates deliver the two-bite satisfaction of thick, rich *Hershey's Special Dark*® Chocolate.

***Hershey's* Syrup**

- *Hershey's* Syrup will feature pink packaging and a pink top.

***York* Peppermint Patties**

- The limited-edition pink *York* Peppermint Patties will be wrapped in pink foil and feature a pink mint filling.
- The delicious combination of refreshing mint and dark chocolate found in *York* Peppermint Patties features 70 percent less fat than other leading chocolate candies.

***Reese's* Peanut Butter Cup Miniatures**

- The limited-edition pink *Reese's* Peanut Butter Cup Miniatures will feature pink foil wrapping.
- 2008 marks the first year *Reese's* Peanut Butter Cup Miniatures will turn pink, expanding awareness for this important cause.