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## FOR IMMEDIATE RELEASE

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## FALL IN LOVE WITH *HERSHEY'S* 2009 VALENTINE'S DAY COLLECTION

*New Products and Upscale Designs Join Classic Favorites in Stores and Online at [HersheyGifts.com](http://HersheyGifts.com)*

**HERSHEY, Pa. – September 4, 2008** – Cupids everywhere will be head-over-heels for The Hershey Company's delectable line of Valentine's Day sweets and personalized gifts this season. Perfect for spoiling your sweetheart, showing appreciation for friends or simply enjoying yourself, *Hershey's* Valentine's Day collection is sure to hit a sweet spot with new and classic favorites packaged in gourmet gift baskets, specially designed heart-shaped boxes and traditional colors of the season.

### Hershey Celebrates Valentine's Day at Retail

As 63 percent of consumers plan to celebrate Valentine's Day this year, candy continues to reign as one of the top gifts to give\*. To make gifting easier, *Hershey's* Valentine's Day collection at retail will include:

- **NEW - *Hershey's* Pot of Gold® Premium Classic Collection** in assorted heart-shaped boxes. This collection spices up the traditional red heart with accents of pale gold and muted silver along with rich velvets and subtle patterns lending an air of sophistication to this holiday staple. *Hershey's Pot of Gold* Premium Classic Collection heart-shaped boxes are available in a red and a pink pillow pattern, a delicate pink and white lace design, and a textured velvet pattern. The Classic Collection will also feature ***Hershey's Pot of Gold Nuts Collection*** in a faux leather heart box and ***Hershey's Pot of Gold Milk and Dark Chocolate Truffles Collection*** in a velvet heart design.
- **NEW – *Hershey's Pot of Gold Truffles Designer Collection*** in heart-shaped boxes. This collection makes a striking presentation with fashionable animal prints, stylized lace patterns and bold colors. *Hershey's Pot of Gold* Truffles Designer Collection heart-shaped boxes are available in a unique leopard print pattern and a beautiful pink and black lace design.

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- **NEW – Hershey's Bliss<sup>®</sup> Milk and Dark Chocolate Assortment Heart Box.** This classic heart-shaped box captures the romantic essence of Valentine's Day with a whimsical design housing a delicious assortment of heart-shaped *Hershey's Bliss* chocolates.
- **Hershey's Bliss Smooth and Creamy Milk Chocolate and Hershey's Bliss Rich and Creamy Dark Chocolate.** *Love is Bliss* with this new assortment featuring Valentine's Day colored foils and packaging.
- **Hershey's<sup>®</sup> Kisses<sup>®</sup> Brand Milk Chocolates.** A holiday favorite, these festive *Kisses* Milk Chocolates will feature new seasonal packaging and plumes with six unique Valentine messages including: "I Love You," "Be My Valentine," "A Valentine Kiss," "Kisses From Me," "Kiss Me Quick" and "A Kiss For You."
- **Reese's<sup>®</sup> Peanut Butter Hearts.** These heart-shaped chocolates feature the perfect combination of creamy *Reese's* peanut butter and *Hershey's* rich milk chocolate that consumers love.
- **Hershey's<sup>®</sup> Extra Creamy Milk Chocolate Hearts.** This classic treat is a delicious way to celebrate Valentine's Day.

*Hershey's* complete seasonal collection can be found at retailers nationwide. For more information on *Hershey's* seasonal products, as well as delicious Valentine's Day recipes, cards and gift giving solutions, visit [www.Hersheys.com/Valentines](http://www.Hersheys.com/Valentines).

### **Hershey's Gifts – The Sweetest Site on the Web<sup>®</sup>**

For gift givers looking for a personal touch, HersheyGifts.com is the perfect Valentine's Day solution. *The Sweetest Site on the Web* – [www.HersheyGifts.com](http://www.HersheyGifts.com) – offers a wide selection of unique gift options making it the ideal destination for online gift-givers, especially last-minute shoppers still hoping for a memorable February 14.

Gifting options for Valentine's Day include:

- **Hershey's<sup>®</sup> Milk Chocolate Card with Red Personal Message.** Turn your heartfelt words into a work of art with a personalized hand-written message on a pure, creamy *Hershey's* Milk Chocolate Card. An unforgettable gift for loved ones, friends and coworkers, the 2-pound chocolate card is framed with three dimensional hearts and festive ribbons. Also available in *Hershey's<sup>®</sup> Special Dark<sup>®</sup> Chocolate* (\$24.95).
- **Red & White Tower with Hershey's Milk Chocolate Card.** Give a gift of Valentine's Day themed boxes filled with treats everyone will love. This pretty duo includes an abundance of *Hershey's Kisses* Milk Chocolates and a pure, creamy *Hershey's* Milk Chocolate Card. The

delectable card can be inscribed with a personal message written in red candy lettering. Also available in *Hershey's Special Dark* Chocolate (\$24.95).

- **Personalized Kisses Select Tower.** Make your sweetheart melt with this tower of temptation featuring a 7-ounce *Giant Hershey's Kiss™* Chocolate that can be personalized with a special message right on the *Kisses* plume. An assortment of *Hershey's Kisses* Chocolates, *Hershey's Hugs®* Chocolates and *Hershey's Miniatures* Chocolates complete this stunning gift (\$29.95).

*Hershey Gifts* is open 24 hours a day, seven days a week. To see the complete collection or to order your Valentine's Day gifts, visit [www.HersheyGifts.com](http://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](http://www.hersheynewsroom.com).

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\* Source: NRF 2008 Valentine's Day Consumer Intentions & Actions Survey