



The Hershey Company

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**HERSHEY'S VALENTINE'S DAY AT RETAIL
FACT SHEET**

If you're searching for the perfect gift to make February 14 more memorable, *Hershey's* seasonal confections can provide a sweet surprise perfect for loved ones and friends this Valentine's Day.

- *Hershey's* Valentine's Day collection available this season in grocery, drug and mass retail stores includes:
 - Treat your sweetheart or favorite chocolate lover to *Hershey's*® *Pot of Gold*® Classic Collection in assorted heart-shaped boxes. Available in several stylish designs including:
 - *Hershey's*® *Pot of Gold* Premium Collection Classic Red Pillow Pattern Heart Box
 - *Hershey's*® *Pot of Gold* Premium Collection Classic Pink Pillow Pattern Heart Box
 - *Hershey's*® *Pot of Gold* Nuts Collection Classic Faux Leather Heart Box
 - *Hershey's*® *Pot of Gold* Premium Collection Classic Pink and White Lace Heart Box
 - *Hershey's*® *Pot of Gold* Premium Collection Classic Velvet Heart Box
 - *Hershey's*® *Pot of Gold* Truffles Collection Milk and Dark Chocolate Classic Large Velvet Heart Box
 - Make a fashion statement with *Hershey's*® *Pot of Gold* Designer Collection in unique heart-shaped boxes:
 - *Hershey's*® *Pot of Gold* Truffles Collection Milk and Dark Chocolate Designer Leopard Heart Box
 - *Hershey's*® *Pot of Gold* Truffles Collection Milk and Dark Chocolate Designer Pink and Black Lace Heart Box
 - *Love is Bliss* – capture the essence of Valentine's Day with *Hershey's*® *Bliss*® chocolates:
 - *Hershey's*® *Bliss* Milk and Dark Chocolate Assortment Heart Box
 - *Hershey's*® *Bliss* Smooth and Creamy Milk Chocolate
 - *Hershey's*® *Bliss* Rich and Creamy Dark Chocolate
 - Sweeten up your Valentine's Day with *Hershey's*® assortment of seasonal candies:
 - *Say it with a Kiss*™ - *Hershey's*® *Kisses*® Brand Milk Chocolates, adorned in red and silver foil wrappers featuring six unique Valentine *Kissable Messages* plumes
 - *Reese's*® Peanut Butter Hearts featuring heart-shaped *Hershey's*® milk chocolate filled with creamy *Reese's*® peanut butter
 - *Hershey's*® *Extra Creamy* Milk Chocolate Hearts delivering the delicious taste of extra smooth and creamy *Hershey's*® chocolate

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.

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