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HERSHEY'S COLLEGE ALL-STAR GAME

FACT SHEET

The Hershey Company is making the 2009 NCAA® Final Four® Tournament even sweeter as the title sponsor of the National Association of Basketball Coaches (NABC) College All-Star Game. The *Hershey*®'s College All-Star Game will showcase the talent of NCAA's senior players in a *Hershey's* vs. *Reese's*® Peanut Butter Cups team match-up.

- The Hershey's College All-Star Game will take place at 4:35 EST on Friday, April 3, 2009 at Ford Field in Detroit, Mich.
- 2009 marks the 47th annual NABC College All-Star Game and the second year the game will be played in the same stadium as the NCAA Final Four Tournament.
- Each year the NABC College All-Star Game showcases the top talent of the NCAA's senior basketball players. The Hershey's College All-Star Game will divide senior players into two teams for a sweet match-up – *Hershey's* vs. *Reese's* Peanut Butter Cups.
- At the Hershey's College All-Star Game, spectators can enjoy sampling products from The Hershey Company and the chance to win prizes on-site, including a pair of tickets to the 2009 Men's NCAA Final Four.
- The Hershey's College All-Star Game is free to the public and will be televised on CBS College Sports network.
- For more information on the Hershey's College All-Star Game, visit www.hersheys.com/marchmadness or www.nabc.cstv.com.

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