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HERSHEY'S NCAA "UNWRAP MARCH MADNESS" PROMOTION

FACT SHEET

Unwrap March Madness and win a trip for two to the 2010 Men's or Women's NCAA® Final Four®. Specially marked packages of *Hershey's*® Milk Chocolate Bars, *Hershey's*® Milk Chocolate with Almonds Bars, *Reese's*® Peanut Butter Cups, *Almond Joy*® Candy Bars, *Kit Kat*® Wafer Bars and *PayDay*® Peanut Caramel Bars give college basketball fans the chance to score big with exciting prizes.

- Now through April, look inside specially marked candy bars from The Hershey Company to find game pieces with the NCAA® March Madness Tournament seed and region information printed inside the wrapper.
- Collect the four seeds per region that advance to the 2009 Men's NCAA Final Four and redeem wrappers for entry in the "Unwrap March Madness" sweepstakes by August 28, 2009.
- Four lucky basketball fans will win the Grand Prize: trip for two to the 2010 Men's or Women's NCAA Final Four, including three nights' accommodations, tickets to the tournament and \$500 spending money. Twenty first-prize winners will receive a Visa® Gift Card valued at \$2,500 each.
- The Hershey's NCAA "Unwrap March Madness" promotion runs from January 16 through July 31, 2009. Official rules and additional details can be viewed at www.hersheys.com/marchmadness.
- Specially marked *Hershey's* Milk Chocolate Bars, *Hershey's* Milk Chocolate with Almonds Bars, *Reese's* Peanut Butter Cups, *Almond Joy* Candy Bars, *Kit Kat* Wafer Bars and *PayDay* Peanut Caramel Bars are available now through April, while supplies last at mass, grocery, drug and convenience stores.
- Consumers can keep track of their games pieces on the road to bracket victory by logging onto www.hersheys.com/marchmadness.

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