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THE HERSHEY COMPANY HITS SWEET SPOT WITH NCAA PARTNERSHIP

Hershey's Kicks-off NCAA Partnership with "Unwrap March Madness" Promotion and the Hershey's College All-Star Game

HERSHEY, Pa., March 16, 2009 – The Hershey Company is celebrating its first year as an NCAA Corporate Partner by inviting college sports fans to get in the game with an all-star line-up of exciting promotions and events. The sponsorship tips-off with the NCAA "Unwrap March Madness" promotion, offering college basketball lovers the slam-dunk grand prize of a trip for two to the 2010 Men's or Women's NCAA® Final Four®. The madness continues with Hershey's sponsorship of the National Association of Basketball Coaches (NABC) College All-Star Game, on-campus programs across America and the fall "I'm A Big Fan" promotion, giving college football enthusiasts the chance to collect team apparel.

"Partnering with the NCAA is exciting for Hershey's as we celebrate fans' loyalty and enthusiastic school spirit," said Michele Buck, Senior Vice President and Global Chief Marketing Officer, The Hershey Company. "Our NCAA promotions let fans celebrate the thrill of competition and embrace school spirit while also enjoying the delicious Hershey's products they love."

Now at retail, Hershey's "Unwrap March Madness" promotion brings added suspense to the bracket battle by inviting fans to look inside specially marked packages of *Hershey's*®'s Milk Chocolate Bars, *Hershey's*®'s Milk Chocolate with Almonds Bars, *Reese's*® Peanut Butter Cups, *Almond Joy*® Candy Bars, *Kit Kat*® Wafer Bars and *PayDay*® Peanut Caramel Bars to find game pieces with the NCAA March Madness Tournament seed and region information printed inside. Those who collect the game pieces of the final four seeds that advance to the 2009 Men's NCAA Final Four can redeem their wrappers for entry in the "Unwrap March Madness" promotion. Four grand prizes will be randomly awarded, with each lucky winner and a friend receiving a three-night stay in

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the 2010 Final Four city, two tickets to the Men's or Women's NCAA Final Four and \$500 in spending money. Twenty first-prize winners will receive \$2,500 Visa® Gift Cards to help fans root for their team in 2010.

Making the Final Four even sweeter, 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. The game will showcase the talent of NCAA's senior players in a *Hershey's Milk Chocolate* vs. *Reese's Peanut Butter Cup* team match-up. Spectators can enjoy sampling Hershey's products and the chance to win prizes onsite, 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.

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.

For more information on Hershey's NCAA partnership and the "Unwrap March Madness" promotion visit www.hersheys.com/marchmadness.

About The Hershey Company

The Hershey Company (NYSE: HSY) is the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery. Headquartered in Hershey, Pa., The Hershey Company has operations throughout the world and more than 12,000 employees. With revenues of more than \$5 billion, Hershey offers such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat*, *Twizzlers* and *Ice Breakers* as well as the smooth, creamy indulgence of *Hershey's Bliss*. Hershey is a leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Special Dark* and *Hershey's Extra Dark*. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, *Joseph Schmidt* and *Dagoba* as well as *Starbucks Chocolate*. For more than 100 years, The Hershey Company has been a leader in making a positive difference in the communities where we live, work and do business. The Milton Hershey School, established by the company's founder in 1909, provides a nurturing environment, quality education, housing, and medical care at no cost to children in social and financial need. The School is administered by the Hershey Trust Company, Hershey's largest shareholder, making the students of Milton Hershey School direct beneficiaries of Hershey's success. Please visit us at www.hersheys.com.

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