



TM

**Contact:** Jody Cook  
The Hershey Company  
717.534.4288  
jcook@hersheys.com

Colleen Lies  
JSH&A Public Relations  
630.916.3031  
colleen@jsha.com

**CALLING ALL HOLIDAY BAKERS: *HERSHEY'S KISSES* BRAND CHOCOLATES CELEBRATES THE SEASON BY HOSTING ONE THOUSAND COOKIE EXCHANGE PARTIES**

***Hershey's Kisses Chocolates Helps Holiday Bakers Play "Hostess with the Mostess" with Delicious Seasonal Recipes, Cookie Exchange Tips and In-Home Parties***

**HERSHEY, Pa., June 15, 2009** – For more than 100 years, *Hershey*®'s *Kisses*® Chocolates have been an essential ingredient in holiday baking. This holiday season will be even sweeter because you could host one of one thousand *Hershey's Kisses* Chocolates Cookie Exchange Parties in your home this December. Too sweet to be true? Not so, the iconic chocolate treat is inviting "hostesses with the mostess" to visit [www.kissescookies.com](http://www.kissescookies.com) where they can enter to have their holiday cookie exchange party sponsored by *Hershey's Kisses* Chocolates while indulging in the brand's delicious recipes and cookie exchange tips that are sure to sweeten any holiday get-together.

The popularity of cookie exchange parties is rapidly growing and *Hershey's Kisses* Chocolates wants to be the holiday host's party planning partner and must-have ingredient at one thousand cookie exchange parties nationwide. Starting in October, holiday bakers can visit [www.kissescookies.com](http://www.kissescookies.com) and sign-up for a *Hershey's Kisses* Chocolate Cookie Exchange Party. One thousand lucky hosts will be selected to receive an event party pack complete with all the necessary ingredients to host the ultimate cookie exchange, including *Hershey's Kisses* Milk Chocolates, party favors, baking ingredients, and new and classic recipe ideas to share with their guests. Before their party starts and after the fun is over, hosts can add their very own party tips and delectable recipes to [www.kissescookies.com](http://www.kissescookies.com); making the site the one-stop-shop for all holiday bakers and entertainers.

### **SIMPLE TIPS FOR SWEET SUCCESS**

*Hershey's Kisses* Chocolates are helping all holiday bakers create their very own cookie exchange this season by providing delicious recipes and great party theme ideas. Check out these tips for a successfully sweet holiday party:

- Invite guests at least two weeks in advance and ask all guests to RSVP with the recipe they plan to bring to the party.
- For guests who don't have a favorite recipe, give suggestions or include a unique recipe on every invitation. Ask invitees to bring printed recipe copies, a plastic container for taking home treats, and one dozen cookies for every attendee.
- Return the favor by turning the cookie exchange into a gifting party – provide gift tags, gift bags and ribbons, and invite guests to assemble cookie gifts for co-workers, neighbors, teachers and friends.
- For more tips, downloadable recipe cards and unique gift tags for gifting, visit [www.hersheys.com/recipes/baking-hints-tips](http://www.hersheys.com/recipes/baking-hints-tips).

### **FRESH FROM THE OVEN**

Celebrating the holidays with baked treats wouldn't be complete without one-of-a-kind *Hershey's Kisses* Chocolates. The experts at *Hershey's Kitchens* offer countless delectable recipes starring the iconic treat. The classic Peanut Butter Blossoms are a traditional favorite that feature a rich peanut butter cookie topped with a single *Hershey's Kisses* Milk Chocolate. For baking-filled family fun, Chocolate Almond Thumbprint Cookies are the perfect hands-on recipe and centers on tasty *Hershey's Kisses* Brand Milk Chocolates with Almonds. Party guests looking for an indulgent treat will enjoy Midnight Chocolate Cheesecake Cookie Cups made with *Hershey's Kisses* Brand *Special Dark* Chocolates. Visit [www.kissescookies.com](http://www.kissescookies.com) to find more delicious cookie and dessert recipes.

For additional cookie exchange tips, holiday recipes or to enter to host a *Hershey's Kisses* Cookie Exchange Party visit [www.kissescookies.com](http://www.kissescookies.com).

### **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*, *Dagoba* and *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](http://www.hersheys.com).

###