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**REESE'S LOVES YOU BACK PROMOTION
FACT SHEET**

For more than 80 years, *Reese's*® enthusiasts have loved the perfect combination of delicious *Reese's* creamy peanut butter and rich milk chocolate that only *Reese's* can deliver. To thank its loyal fans and reward their devotion to the brand, *Reese's* is launching the *Reese's Loves You Back*™ promotion giving away up to \$2.5 million in cash prizes toward gasoline and groceries.

- The *Reese's Loves You Back* promotion will thank loyal consumers with an on-pack, instant-win promotion giving away up to \$2.5 million in cash prizes toward gas and groceries, with winners finding prizes in \$10, \$25 and \$100 increments inside specially-marked *Reese's* products.
- Norfolk, Va., ranked among the top *Reese's*-loving cities in America based on U.S. sales data. Consumers recently voted the city as No. 1 during an online challenge, beating out Boise, Chicago, St. Louis and Spokane.
- *Reese's* kicked-off the national *Reese's Loves You Back* promotion with a free gas and grocery giveaway event in the No. 1 *Reese's*-loving city – Norfolk, Va.
- The average family of four spends \$872.15 per month (\$10,465.80 per year) on groceries, which has risen by nearly 42 percent in the past 10 years. This year, the price of groceries is projected to rise an additional 2.5 to 3.5 percent.*
- Since January, gas prices have risen 59 percent to a current national average of \$2.67 a gallon.**
- The *Reese's Loves You Back* promotion is available on the specially-marked wrappers of *Reese's* Peanut Butter Cups, *Reese's* Dark Chocolate Peanut Butter Cups, *Reese's* Big Cup Peanut Butter Cups, *Reese's*® *Pieces*® Candies, *Fast Break*® Candy Bars, *ReeseSticks*® Wafer Bars, *Reese's*® *Nutrageous*® and *Reese's Whipples*™.
- The *Reese's Loves You Back* on-pack, instant-win promotion runs June through December 31, 2009 while supplies last.

*Source: United States Department of Agriculture

**Source: Energy Information Administration