



FOR IMMEDIATE RELEASE

Contact: Jody Cook
717.534.4288
jcook@hersheys.com

Jennifer Nau
630.932.7987
jennifern@jsha.com

***REESE'S LOVES YOU BACK WITH \$2.5 MILLION IN CASH PRIZES
FOR GAS AND GROCERIES***

***Reese's Loves You Back National Promotion Kicks-Off with Free Gas and Grocery Event in
Norfolk, Va., America's No. 1 Reese's-Loving City***

Reese's Dark Chocolate Peanut Butter Cups Become Permanent Addition to the Reese's Family

HERSHEY, Pa., June 22, 2009 – *Reese's*® awarded America's No. 1 *Reese's*-loving city with free gas and groceries today to kick-off the national *Reese's Loves You Back*™ promotion. The national promotion will reward *Reese's* lovers with up to \$2.5 million in instant-win cash prizes to give consumers' wallets real relief on essentials like gas and groceries now through December 31, 2009. To kick-off the promotion, *Reese's* surprised Farm Fresh consumers in Norfolk, Va., with more than \$40,000 in free gas and groceries. The event also debuted the newest member of the *Reese's* family – *Reese's* Dark Chocolate Peanut Butter Cups – the perfect combination of dark chocolate and peanut butter to reward dark chocolate *Reese's* lovers.

“With gas prices up 59 percent since January and grocery costs on the rise, the *Reese's Loves You Back* promotion is designed to give *Reese's* lovers relief where they need it most – at the gas pump and grocery store,” said Jody Cook, spokesperson for *Reese's* and The Hershey Company. “For more than 80 years, consumers have been enthusiastic about the perfect *Reese's* Peanut Butter Cup and we couldn't think of a better way to thank our loyal fans than by putting cash back into their pockets.”

America's No. 1 Reese's-Loving City Rewarded with Free Gas & Groceries

Lucky Norfolk, Va., consumers were surprised at the Military Highway Farm Fresh gas pumps and grocery lines today as *Reese's* footed the bill for gas and groceries to kick-off the national *Reese's Loves You Back* promotion and to reward Norfolk for being voted America's No. 1 *Reese's*-loving city. From 6:00 a.m. to 8:00 a.m. ET, *Reese's* gave away more than 3,000 gallons of free gasoline and more than \$31,000 worth of free groceries to consumers. Participants also received the perfect treat free –*Reese's* candy bars, including the new *Reese's* Dark Chocolate Peanut Butter Cups.

Norfolk was crowned the city that loves *Reese's* the most by receiving the majority of online votes in the *Reese's Loves You Back* Challenge hosted May 11th through May 15th at www.reeses.com/lovesyouback. The

vote challenged *Reese's* lovers in five *Reese's*-loving cities to publicly proclaim their love for *Reese's* for a chance to host the *Reese's Loves You Back* launch event. The four runners-up cities of Boise, Chicago, St. Louis and Spokane will be rewarded with free gas and groceries via radio giveaways beginning June 22 and all consumers will be invited to enjoy the *Reese's Loves You Back* on-pack, instant-win promotion.

The national *Reese's Loves You Back* promotion will give away up to \$2.5 million in cash prizes on specially-marked *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 Whipps*™ in \$10, \$25 and \$100 increments now through December 31, 2009. *Reese's* products are available at mass, grocery, drug and convenience stores nationwide.

Reese's Dark Side – Reese's Dark Chocolate Peanut Butter Cups Debut

Tempting *Reese's* lovers to visit the dark side, *Reese's* Dark Chocolate Peanut Butter Cups debut nationwide as a permanent addition to *Reese's* irresistible line-up. Featuring the perfect combination of *Reese's* peanut butter wrapped in dark chocolate, *Reese's* Dark Chocolate Peanut Butter Cups are available in standard 2-cup packages, 6-packs and *Reese's* Miniatures Dark Chocolate Peanut Butter Cups at mass, grocery, drug and convenience stores.

For additional information on the *Reese's Loves You Back* promotion or *Reese's* Dark Chocolate Peanut Butter Cups, visit www.reeses.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* and *Dagoba*. 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.

###