



**FOR IMMEDIATE RELEASE**

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**REESE'S DARK CHOCOLATE PEANUT BUTTER CUPS  
PRODUCT FACT SHEET**

*Reese's* is welcoming a new addition to the family and giving fans an exciting new way to experience and love the perfect combination that only *Reese's* can deliver with delicious *Reese's*® Dark Chocolate Peanut Butter Cups.

- *Reese's* Dark Chocolate Peanut Butter Cups feature the delicious combination of *Reese's* creamy peanut butter wrapped in dark chocolate.
- Since its debut in 1928, the *Reese's* brand has continued to tempt consumers taste buds with new variations including: *Reese's* Dark Chocolate Peanut Butter Cups, *Reese's* White Chocolate Peanut Butter Cups, *Reese's* Big Cup Peanut Butter Cups, *Reese's* Crispy and Crunchy Bar, *Reese's*® *Pieces*® Candies, *Fast Break*® Candy Bars, *ReeseSticks*® Wafer Bars, *Reese's*® *Nutrageous*® Candy Bar and *Reese's Whippets*™.
- *Reese's* Peanut Butter Cups are the top-selling candy bar in the United States and Canada.
- More than 38.9 billion individual peanuts are used in the production of *Reese's* Peanut Butter Cups every year.
- If you were to line-up the *Reese's* Peanut Butter Cups sold annually, the string would be 188,500 miles long. This would wrap around the earth seven times.
- If you were to melt down the *Reese's* Peanut Butter Cups sold annually, you would have 3.7 million cubic feet of chocolate and peanut butter – enough to cover a football field in 65 feet of chocolate and peanut butter, or fill 56,500 pick-up trucks.
- *Reese's* Dark Chocolate Peanut Butter Cups are sold in standard 2-cup packages (SRP \$0.89), 6-packs (SRP \$4.29) and *Reese's* Miniatures Dark Chocolate Peanut Butter Cups (SRP \$3.69).
- *Reese's* Dark Chocolate Peanut Butter Cups will be available nationwide at mass, grocery, drug and convenience stores beginning June 2009.

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