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THE HERSHEY COMPANY DRESSES UP HALLOWEEN WITH FRIGHTFULLY DELICIOUS TREATS

Houses with Black Shutters Give Out More Kit Kat Wafer Bars – Hershey National Survey Reveals the Tricks for Planning Trick-or-Treat Routes

HERSHEY, Pa., – October 7, 2009 – With 96 percent of Halloween shoppers planning to purchase candy this season¹, Hershey has brewed up new ‘spook-tacular’ Halloween treats to excite trick-or-treaters and sweeten seasonal parties and candy dishes. Nine out of 10 people hand out snack-size candy², so Hershey has introduced new assortments of its snack-size treats dressed in themed shapes and colorful wrappers that will have trick-or-treaters howling for more. From pumpkin-shaped *Reese’s*® Peanut Butter Cups to assorted *Hershey’s*® *Miniatures* in festive foils, Hershey treats offer something for every ghost, ghoul and goblin celebrating the season. Plus, Hershey is helping trick-or-treaters satisfy their sweet tooth through an insider’s guide to which houses will hand out their favorite Hershey treats this Halloween.

Putting the ‘Treat’ in Trick-or-Treat

Add a twist on a classic favorite with new Snack Size *Hershey’s Kisses*® Brand Milk Chocolates. For the first time in its 102-year history, the iconic chocolate treat is available in trick-or-treat packages each containing three individually wrapped *Hershey’s Kisses* Chocolates. *Reese’s* Peanut Butter Cups, the most popular Hershey candy given to trick-or-treaters², introduces bags of Snack Size *Reese’s* Peanut Butter Pumpkins. Chocolate and peanut butter lovers can now enjoy this perfectly tasty combination in festive-shaped, snack-size treats.

To make Halloween shopping eerily easy this season, Hershey offers a wide array of new candy assortments at retail, including:

- **NEW – *Hershey’s* Chocolate Assortment with 28 Snack Size Packages** (*Hershey’s Kisses* Brand Milk Chocolates, *Reese’s* Peanut Butter Cups, *Milk Duds*® Candy and *Hershey’s* Cookies ‘n’ Crème Bars)
- **NEW – *Hershey’s* Seasonal Shapes Assortment with 50 Snack Size Packages** (*Hershey’s* Tombstone-shaped Moulded Bars in Milk Chocolate and Cookies ‘n’ Crème flavors, and *Reese’s* Peanut Butter Pumpkins)
- **NEW – *Hershey’s* Candy Assortment with 100 Snack Size Pieces** (*Reese’s Pieces*® Candy, *Hershey’s* Chocolate Lollipops, *Milk Duds* Candy, *Jolly Rancher*® Doubles Candy, *Whoppers*® Malted Milk Balls and *Twizzlers*® Rainbow Twists)

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- **NEW – Hershey's Candy Assortment with 125 Snack Size Packages** (*Reese's* Peanut Butter Cups, *Whoppers* Malted Milk Balls, *Hershey's* Cookies 'n' Crème Bars, *Almond Joy*® Candy Bars and *Heath*® Milk Chocolate English Toffee Bars)
- **NEW – Frightfully Fun™ Snack Size Assortment** (*Twizzlers* Rainbow Twists, *Twizzlers*® *Pull-N-Peel*® Green Apple, *Jolly Rancher* Lollipops, *Jolly Rancher* Doubles Candy and *Good & Fruity*®)
- **NEW – Good & Plenty®, Good & Fruity Snack Size Assortment**
- **NEW – Hershey's Monster Mix™ Snack Size Assortment** (*Hershey's* Chocolate Lollipops, *Jolly Rancher* Doubles Candy, *Whoppers* Malted Milk Balls, *Milk Duds* Candy, *Twizzlers* Strawberry Mini-Bars and *Jolly Rancher* Cherry Hard Candy Stix)
- **NEW – Nuts & More Nuts Assortment with 28 Snack Size Packages** (*Hershey's* Mr. Goodbar®, *Almond Joy* Candy Bars, *Hershey's* Milk Chocolate with Almonds and *PayDay*® Peanut Caramel Bars)
- **All Time Greats® Assortment with 100 Snack Size Packages** (*Kit Kat* Wafer Bars, *Whoppers* Malted Milk Balls, *Reese's* Peanut Butter Cups and *Hershey's* Milk Chocolate Bars)

Trick-or-Treating Tricks of the Trade

To help trick-or-treaters map their routes this Halloween, Hershey conducted a national survey to find out which houses were handing out their favorite Hershey treats. Following are some “tricks” to increase the odds of receiving desired “treats”:

- Houses with black shutters are 77 percent more likely to hand out *Kit Kat* Wafer Bars and trick-or-treaters have a 37 percent greater chance of scaring up a *Kit Kat* Wafer Bar from a ranch house².
- *Reese's* Peanut Butter Cup lovers should forego ranch houses and opt instead to ring the bell of two-story houses where they'll have a 26 percent greater chance of receiving the perfect combination of chocolate and peanut butter².
- Knock on brown doors if seeking *Hershey's* Milk Chocolate Bars. Trick-or-treaters have a 32 percent greater chance of receiving a *Hershey's* Milk Chocolate Bar from homes with brown doors².

'Boo-tiful' Candy Décor

Hershey also helps celebrate the season with treats adorned in festive foils to spruce-up home and office candy dishes. Debuting are Halloween *Hershey's Kisses* Brand Milk Chocolates and Halloween *Reese's Miniatures* Milk and Dark Chocolate Assortment, each individually wrapped in orange and black foils. Also new is Halloween *Hershey's Miniatures* in purple, lime green, orange and black wrappers, adding a frightfully fun touch to seasonal décor.

Hershey's seasonal offerings can be found at retailers nationwide. For more information on Hershey Halloween products, as well as costume ideas, spooky screensavers, desktop wallpapers, delicious recipes, craft activities and party invitations, visit www.TrickorTreats.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* chocolates. 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.

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1 National Retail Federation Halloween Consumer Intentions and Actions Survey, 2008, Iconoculture, 2008

2 Opinion Research Corporation Omnibus Survey, December 2008, conducted on behalf of The Hershey Company