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**CALLING ALL HOLIDAY HOSTS: CELEBRATE THE SEASON WITH THE ULTIMATE
HERSHEY'S KISSES BRAND CHOCOLATES COOKIE EXCHANGE PARTY**

***Hershey's Kisses Chocolates Help Holiday Entertainers By Hosting 1,000 Cookie Exchange Parties and
Sharing Delicious Recipes and Creative Party Tips***

HERSHEY, Pa., September 29, 2009 – This December, *Hershey's Kisses*® Chocolates will sweeten the holidays by inviting 1,000 domestic divas to celebrate the season by hosting a *Hershey's Kisses* Chocolates Cookie Exchange Party for family and friends. Beginning September 28 through November 15, the iconic chocolate treat is inviting bakers and holiday entertainers to apply to have their cookie exchange sponsored by *Hershey's Kisses* Chocolates. Hosts can visit www.kissescookies.com to learn more about the cookie exchange parties and enjoy and share delicious cookie recipes and party tips that are sure to sweeten any holiday get-together.

Cookie exchange parties have become a holiday tradition and this year *Hershey's Kisses* Chocolates is the party-planning partner for this seasonal ritual. In addition to sponsoring 1,000 cookie exchange parties, *Hershey's Kisses* Chocolates has created www.kissescookies.com, a one-stop-shop for holiday baking and party planning. The site is full of cookie recipes and exchange tips from *Hershey's*® *Kitchens* and invites visitors to interact and share their favorite holiday recipes, party tips, photos and stories with each other.

Holiday bakers and entertainers chosen to host one of 1,000 *Hershey's Kisses* Chocolates Cookie Exchanges will receive an event party pack complete with all the necessary ingredients to throw the ultimate cookie exchange. The sweet party packs will include: three bags of *Hershey's Kisses* Brand Milk Chocolates and a free coupon for Pillsbury® Peanut Butter Cookie Dough to create easy-to-bake Peanut Butter Blossom cookies. Also included is a *Hershey's Kisses* Chocolates 2010 calendar, a *Hershey's Kisses* Chocolates cookie jar for the host and new and classic recipe cards for guests to create their very own *Hershey's Kisses* Chocolates recipe book.

-more-

SIMPLE TIPS FOR SWEET SUCCESS

Check out these great tips from www.kissescookies.com for a successfully sweet holiday party:

- Invite guests at least two weeks in advance and ask all guests to RSVP with the cookie recipe they plan to bring to the party.
- Give suggestions or include a unique recipe on every invitation in case guests don't have a favorite recipe they would like to share. Ask invitees to bring printed recipe copies, a plastic container for taking home treats and a half-dozen or one-dozen cookies for each attendee, depending on the number of guests.
- 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.

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 delicious 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, try the Chocolate Almond Thumbprint cookie recipe featuring *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 Special Dark®* Dark Chocolates.

For additional cookie exchange tips, holiday recipes or to apply to host a *Hershey's Kisses* Chocolates Cookie Exchange Party visit 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* 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.