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THE HERSHEY COMPANY DECKS THE HOLIDAYS WITH FESTIVE NEW AND CLASSIC TREATS

HERSHEY, Pa., November 17, 2009 – The Hershey Company celebrates the holidays with a host of new mouth-watering treats and eye-catching gifts including *Hershey*®'s Cookies 'n' Crème Nutcracker-Shaped Moulded Bars and *York*® Peppermint Pattie Snowflake Gift Boxes. Hershey treats, the gifts everyone loves to give and receive, add a delicious touch to holiday gifting, crafting and snacking. From festive stocking stuffers to recipes and crafts the whole family can enjoy, Hershey holiday treats reflect the colors and flavors of the season.

Wrapped and Ready

Hershey®'s *Kisses*® Brand Milk Chocolates, Hershey's most popular holiday treat*, debuts festive, new seasonal packaging. Simply add a bow, and *Hershey's Kisses* Milk Chocolates are wrapped and ready to give to family and friends. The two new designs feature:

- Classic red, silver and green foiled *Hershey's Kisses* Milk Chocolates housed in a whimsical red bag adorned with snowflakes and mistletoe.
- New electric blue and silver foiled *Hershey's Kisses* Milk Chocolates presented in a glacial blue and white bag embellished with snowflakes.

Stuff Stockings with Holiday Happiness

Hung by the chimney with care, Hershey has delivered new and classic candy assortments and gifts perfect for stuffing stockings. This year's Hershey stocking stuffers include:

- NEW – *Reese's*® *Pieces*® Candy filled Canes
- NEW – *Jolly Rancher*® Candy filled Canes
- NEW – *York* Peppermint Pattie Snowflake Gift Box
- NEW – *Reese's*® Peanut Butter Trees Gift Box
- NEW – *Hershey's* Cookies 'n' Crème Nutcracker-Shaped Moulded Bars
- *Hershey's* Milk Chocolate Snowman-Shaped Moulded Bars

- more -

- *Hershey's Kisses* Milk Chocolates Naughty and Nice Gift Bags
- 1.45 oz. solid *Hershey's Kiss* Milk Chocolate
- *Jolly Rancher* Smoothie flavored Candy Canes in Strawberry, Watermelon and Mixed Berry flavors
- *Hershey's* Chocolate Mint flavored Candy Canes

Spread Holiday Magic with Candy Décor, Baking and Crafting

Nearly 40 percent of holiday candy is purchased for adorning candy dishes, baking and crafting**.

Hershey invites holiday revelers to share the magic by delivering a collection of irresistible recipes and candy craft ideas. From baking *Reese's* Peanut Butter Temptations Cookies to decorating holiday wreaths with colorful seasonal treats, visit www.HersheysHolidays.com for recipes and crafts for the entire family to enjoy. In addition, *Hershey's Kisses* Milk Chocolates holiday packaging will feature a variety of delicious recipes. Now, holiday bakers can collect and bake all 23 featured holiday recipes.

Hershey's complete seasonal collection can be found at retailers nationwide. For more information on Hershey's holiday products, as well as delicious holiday baking recipes, craft activities, desktop wallpaper and screensaver downloads, visit www.HersheysHolidays.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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* IRI – FDMx 10 weeks ending 12/28/08

** IRI – FDMx 10 weeks ending 12/28/08 & Ethnographic Study 2003, 2006 and 2007