



EXTRA DARK

TIPS TO LIVE YOUR BEST LIFE IN 2010

Want to know why keeping your New Year's weight-loss resolution just got easier? It's because you don't have to deprive yourself of your favorite treats to slim down. "When you get to eat the foods you love, it's a lot easier to stick with a healthy-eating plan; that's why treats are part of my Best Life Diet," says Bob Greene, renowned health and fitness expert. Greene even created a Best Life Treat Seal of Approval, given to foods that are available in portion sizes of 150 calories or less, are free of partially hydrogenated oil, meet sodium and other nutrition guidelines and/or have another plus, such as the antioxidants in dark chocolate. The only chocolate bar that bears the treat seal is *Hershey®'s Extra Dark Chocolate*, which is made of 60 percent cacao.

The Best Life Diet is divided into three phases. Each phase guides you through gradual, lasting changes that will help you drop weight and keep it off. The easy-to-follow tips below are a sample of the changes you will make on the program. (For more information on Hershey products and the Best Life Diet, visit www.hersheys.com/thebestlife and www.thebestlife.com.)

- **Phase One – Change Your Habits:**

- **Move more.** No matter what activity you do—whether it's brisk walking, a high-energy aerobics class at the gym, or any other way you want to get moving—you'll not only reap all the well-known health rewards of exercise, but you can also eat a little more than if you simply dieted without working out. And of course, exercise is critical for maintaining a healthy weight.
- **Reorganize your eating.** The ideal eating schedule starts off with a breakfast of about 400 calories, and includes a healthy, balanced lunch and dinner as well as one or two snacks a day. There's even room for a daily treat, such as a few pieces of *Hershey's Extra Dark Chocolate*. Follow this eating pattern and you'll keep your hunger in check and fuel your body all day long.
- **Set a nighttime eating cutoff.** A lot of mindless eating tends to happen at night, when people use food to wind down from daily stresses. Help break this waistline-expanding habit by having your last bite or sip at least two hours before bedtime. A bonus: You'll wake up hungry for a healthy breakfast.

- **Phase Two – Manage Hunger and Control Portions:**

- **Rate your hunger.** Using a 'hunger scale,' as recommended by Greene, will help you assess when you're truly hungry and when you're satisfied. The 10-point scale is based on different stages of physical fullness. A one is "ravenous," and a 10 is "stuffed." Aim to start eating a meal or snack at a three or four; at this level, you're just starting to feel the tug of hunger. A five (you're fairly satisfied, but could eat a little more) or six (perfectly comfortable and satisfied) is the point at which you should put your fork down. The hunger scale will help you differentiate true hunger from hunger triggered by emotions.
- **Enjoy small daily splurges.** What would life be like without a little chocolate or other indulgence? On the Best Life Diet, you get a daily treat allowance for calories towards chocolate

or other sweets. (The number you get is based on how many calories you take in, which is determined in large part by how much exercise you get. The more calories you can take in and still lose or maintain weight, the more treat calories you're allotted. For instance, on the 1,700-calorie plan, you get 150 treat calories, which is about three *Hershey's Extra Dark* tasting squares.) "I call these treats 'Anything Goes' because you can pick any food within your calorie allowance. Of course, whenever possible, I'd recommend opting for healthier treats, such as dark chocolate or fruit-based desserts," says Greene.

- **Phase Three – Fine-Tune Your Diet:**

- **Add more wholesome foods to your diet.** Eating fruits and vegetables of every color ensures you get a wide variety of vitamins, minerals, and phytonutrients, which helps protect you from heart disease, eye diseases, cancer and other chronic illnesses. Whole grains, beans, nuts and seeds should also be on the menu; meanwhile cut back on foods that are high in sodium and saturated fat.

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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.

About Best Life

The Best Life program was created by exercise physiologist Bob Greene. The Best Life Corporation includes a number of entities designed to help people achieve their own personal best life. TheBestLife.com is an online resource offering meal plans for each day of the year, weekly grocery shopping lists, recipes, and helpful news and tips from a variety of weight-loss experts. It was the fastest selling online program in 2007. The Best Life Diet Seal of Approval and the Best Life Treat Seal are awarded to grocery store products that meet Greene's taste and nutrition standards. Greene has also authored a number of books and journals including five New York Times Best Sellers. "The Best Life Diet" was a mainstay on the New York Times Best Seller list for 31 weeks and was named #1 Diet Book by Consumer Reports. The Best Life Program has helped millions of people lose weight through its gradual three-phase approach to eating and exercise. For more information, please visit www.thebestlife.com.