RESOLVING TO LOSE WEIGHT THIS YEAR? A LITTLE DARK CHOCOLATE MIGHT HELP

Hershey’s Extra Dark Chocolate Remains the Only Chocolate to Earn Best Life Diet Treat Seal of Approval

HERSHEY, Pa. – December 29, 2009 – Resolve to live a healthy life while still enjoying treats in 2010, suggests Bob Greene, world-renowned health and fitness expert. Hershey®’s Extra Dark Chocolate is the only chocolate to earn the distinction of the Best Life Treat Seal of Approval. Created by Greene, the Best Life treat seal is awarded to products 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 Best Life treat seal appears on select foods and is intended to help consumers make healthier food and lifestyle decisions.

“Worried that you can’t keep your New Year’s resolutions and enjoy chocolate, too? Relax! Living a healthy lifestyle isn’t about depriving yourself and removing all indulgences from your diet; it’s about making good choices,” said Greene. “In fact, when you’re cutting calories to lose weight, it’s especially important to continue to eat the foods you love; that way you’re more apt to stick to your healthy-eating plan. Some treats – like dark chocolate – are better for you than others, so if you’re a dark chocolate lover, you can enjoy all varieties of Hershey’s Extra Dark Chocolates.”

The Best Life Diet is a three-phased plan developed by Greene that helps people to live healthy lifestyles. To keep living your best life in 2010, Greene recommends three easy-to-follow steps as a part of the Best Life Diet:
1. **Change Habits:** Making a few key adjustments to your routine can mean big results, both in terms of health and weight-loss. The dietary changes include eating three meals, a snack or two, and a treat, and curtailing eating and drinking at least two hours before bedtime. On the exercise front, aim to gradually add minutes to your regular workouts and keep up your intensity – it doesn’t matter if you’re walking or working out at the gym.

2. **Manage Hunger and Control Portions:** Use Bob’s 10-point hunger scale to differentiate true hunger from emotional eating. Ideally, you should start a meal when you’re just beginning to get hungry, but not ravenous (a three or four on the hunger scale) and finish the meal when you’re at a five (you’re fairly satisfied, but could eat a little more) or six (perfectly comfortable and satisfied).

   In Phase Two, you’ll also be zeroing in on portion sizes of all foods, including treats. Enjoying your favorite treats is key to sticking with a healthy-eating plan. The key is to keep a lid on portions. The number of calories you can spend on treats depends on how many total calories you can eat to lose weight or maintain a healthy weight. (The more total calories you can eat, the more treat calories you can have. For instance, on 1,700 calories per day, you can have 150 treat calories, about three *Hershey’s Extra Dark* tasting squares.)

3. **Fine-Tune Your Diet:** Include a variety of colors of fruits and vegetables in your diet. Colors are a good indicator of the vitamins, minerals and phytonutrients that each food contains. Also, whole grains, beans, nuts and seeds help maintain a well-rounded and wholesome diet.

**About the Product**

*Hershey’s Extra Dark* Chocolate has just the right balance of taste, aroma and sweetness for both a daily treat and cooking. In addition to recommending the chocolates as a sensible indulgence, Greene has incorporated *Hershey’s Extra Dark* Chocolate into a number of The Best Life Diet recipes, which are moderate in calories to help you hold true to your New Year’s resolutions. Consumers can visit [www.hersheys.com/thebestlife](http://www.hersheys.com/thebestlife) to learn how to incorporate *Hershey’s Extra Dark* Chocolate into their daily Best Life Diet with recipes like Chocolate Ginger Spice Muffins, Baked Pears with Chocolate Sauce and Chocolate-Banana Sherbet.

*Hershey’s Extra Dark* Chocolate can be enjoyed in moderation as part of the Best Life Diet and is available wherever candy is sold. *Hershey’s Extra Dark* Chocolate features several indulgent flavors including *Hershey’s Extra Dark* with Cranberries, Blueberries and Almonds. For more information on
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 The 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.

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