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HERSHEY 2010 EASTER COLLECTION HOPS INTO STORES

The Hershey Company Offers New Varieties of Chocolate Bunnies, Egg-Shaped Sweets and More, to Create Baskets Brimming with Treats this Spring

HERSHEY, Pa., March 3, 2010 – What comes first at Easter, the bunny or the egg? According to a recent survey, chocolate Easter bunnies are the number one “must have” item of the holiday*, with more than 90 million made each year**. Hopping down the bunny trail this Spring from The Hershey Company are new varieties of chocolate bunnies, as well as perennial Hershey Easter favorites.

Hop to It: The majority of consumers (61 percent), savor the most important item in their basket, taking at least two to three days to eat their entire chocolate Easter bunny*. Hershey is “hoppy” to debut three new varieties of Hershey chocolate bunnies, in addition to the favorite, peanut-butter-filled *Reese’s® Reester Bunny®*. The new bunny selections include:

- **NEW** – 5-oz. *Hershey®’s* Solid Milk Chocolate Princess Bunny
- **NEW** – *Hershey®’s* Cookies ‘n’ Crème Bunnies
- **NEW** – *Hershey’s Bliss®* Milk Chocolate Bunnies with a Meltaway Center

For an added touch to the basket, include the *Cadbury® Clucking Bunny®* Plush Toy with a *Cadbury® Crème Egg®*. Made famous from the classic *Cadbury* commercial, this plush clucking-bunny is floppy-eared and loveable.

“Eggs-cellent” Treats: Following a close second to chocolate bunnies in overall popularity are egg-shaped candies. However, for those ages 18 to 34, these egg-shaped treats come out on top. In fact, these younger consumers indicate classics like *Reese’s®* Peanut Butter Eggs and *Cadbury Crème Eggs* out-hop chocolate bunnies as the Easter candy of choice by a pace of two to one*. Hershey features an “eggs-cellent” variety of new and classic egg-shaped treats, including:

- **NEW** – *Hershey®’s* Cookies ‘n’ Crème Eggs
- **NEW** – *Hershey®’s Kisses®* Brand Milk Chocolate Individual Snack Packs
- **NEW** – *Reese’s* Peanut Butter Eggs Snack Size
- 6-oz. *Reese’s* Peanut Butter Egg
- *Cadbury Crème Eggs*
- *Whoppers® Robin Eggs®* Malted Milk Eggs

- *Cadbury® Mini Eggs® Candy*
- *Cadbury Caramel Eggs*
- *Hershey's Bliss® Milk Chocolate with a Meltaway Center Eggs in a 12-pack tray*

After the Easter basket is brimming with bunnies and eggs, it is time for the annual Easter egg hunt. Plastic eggs filled with treats are hunted at the same pace as the traditionally-decorated hardboiled eggs***.

Hershey's Kisses Chocolates are the most sought after Hershey treat in Easter egg hunts, followed by *Reese's® Miniatures*, *Cadbury Mini Eggs Candy*, *Whoppers Robin Eggs Malted Milk Eggs* and *Jolly Rancher® Jelly Beans**. Hershey makes the hunt for plastic eggs easier than ever by offering pre-filled eggs complete with an extra special selection of everyone's favorite Hershey Easter treats. Assortments include:

- **NEW** – Egg Hunt Favorites Non-Chocolate Filled Egg Assortment with *Jolly Rancher® Hard Candy*, *Twizzlers® Pull 'N Peel™ Candy*, *Jolly Rancher Jelly Beans* and *Jolly Rancher® Fruit Chews*
- Easter Favorites Chocolate Filled Egg Assortment with *Reese's Miniatures*, *Hershey's Kisses Milk Chocolates*, *Cadbury Mini Eggs Candy* and *Whoppers Mini Robin Eggs Malted Milk Eggs*

Visit www.KeepEasterEasy.com for a complete list of Hershey Easter favorites, as well as unique Easter basket ideas, homemade crafts, games and delicious new Easter recipes.

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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* Millward Brown/Lightspeed Research Survey, 2010, conducted on behalf of The Hershey Company

** Chocolate Manufacturers Association and National Confectioners Association Survey 2009

*** Opinion Research Corporation Omnibus Survey, conducted on behalf of The Hershey Company