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**NEW ATTRACTION
– HERSHEY'S CREATE YOUR OWN CANDY BAR –
OPENS ITS FACTORY DOORS FOR VISITORS**

Visitors to Hershey®'s Chocolate World® Attraction Create Their Own Candy Bar at First-of-its-Kind Interactive Chocolate Factory Experience

HERSHEY, Pa. – June 10, 2010 – The Hershey Company and *Hershey®'s Chocolate World®* attraction announce the grand opening of their newest experience, *Hershey's Create Your Own Candy Bar*, an interactive, hands-on attraction that immerses guests in the candy bar creation process. The family-fun attraction marks the first time Hershey will give consumers the ability to select their favorite candy bar ingredients, see authentic equipment in operation and design packaging for their custom chocolate candy bar.

“Hershey's Chocolate World's new Create Your Own Candy Bar attraction will allow each guest to play the role of a chocolate innovator,” says Amy Hahn, General Manager, The Hershey Experience. *“Giving people a chance to create their own chocolate bar and see how authentic factory equipment operates is not common in the chocolate industry. It marks another reason to visit Hershey's Chocolate World.”*

Wearing authentic outfits, including factory aprons and hairnets, guests will become the newest member of the Hershey innovation team. Using similar equipment as Hershey factories, guests will create their custom candy bar by pulling a lever to activate the machinery and dispense ingredients. Guests can select up to three inclusions in each bar, choosing from ingredients such as graham crackers crumbs, crisped rice, blueberry fruit gels, chocolate cookie bits, vanilla chips and rainbow jimmies. After the inclusions

are added, the candy bars are drenched in pure *Hershey*[®]'s Milk Chocolate. Guests can even determine if they'd like to top their candy bar with *Hershey*[®]'s *Kisses*[®]-shaped sprinkles. After the bar cools, it is sealed, packaged and personalized with custom packaging that guests design at an interactive kiosk.

Unique to the chocolate industry, Create Your Own Candy Bar provides guests with the opportunity to track their customized bar in every step of the process, from start to finish, and watch as their name is transformed into its very own candy bar brand.

Create Your Own Candy Bar officially debuts to the general public at *Hershey's Chocolate World* attraction on Saturday, June 12, 2010 and will have an introductory cost of \$14.95 per person, which includes the 30-minute experience and custom bar. For more information, visit HersheysChocolateWorld.com.

About the Hershey Experience

The Hershey Experience is the direct-to-consumer and experiential marketing division of The Hershey Company including *Hershey's Chocolate World* attraction, *Hershey's Times Square* and *Hershey's Chicago* stores, Hershey's Licensed Merchandise and Hershey's e-commerce initiatives. *Hershey's Chocolate World* attraction is the official visitor's center of The Hershey Company and is the most visited corporate visitor's center in the world, featuring *Hershey's Great American Chocolate Tour*[®] ride, *Hershey's Chocolate Tasting Adventure*[™] attraction, *Hershey's Really Big 3D Show*[™] experience and an entertaining tour of the town on the *Hershey Trolley*. *Hershey's Times Square* store, located at the crossroads of the world, and *Hershey's Chicago* store, situated on Chicago's Magnificent Mile, are interactive retail destinations that immerse visitors in the magic of Hershey's iconic brands. HersheysStore.com is the online destination for unique chocolate products, gifts, apparel and collectibles. In addition, The Hershey Experience operates retail and e-commerce businesses for Hershey's premium brands including *Scharffen Berger*, *Dagoba* and *Mauna Loa* candy brands.

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.