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THE HERSHEY COMPANY ADDS WONDER TO WINTER WITH FESTIVE HOLIDAY TREATS

HERSHEY, Pa., July 15, 2010 – According to a survey by the National Confectioners Association, 89 percent of adults will include candy in their winter holiday celebrations.* The Hershey Company has an array of classic and new products that will make Holiday 2010 exceptionally sweet. From iconic candy dish favorites such as *Hershey's Kisses* Brand Chocolates, to delicious new stocking stuffers and gifts including: NEW *Hershey's* Cookies 'N' Crème Santas, NEW 1.45 oz Seasonal *Hershey's Kisses* Brand Solid Milk Chocolate Santa Hat, NEW *Rolo* Reindeer Cane and NEW *Hershey's Pot of Gold* Truffles Sampler, there's something from Hershey for every holiday celebration!

Here Comes Santa Claus

Slip on the Santa suit and supply holiday cheer to family and friends with new Hershey candies that will have everyone saying "Ho, ho, ho." More than 150 million chocolate Santas will be made for the winter holiday season;* try *Hershey's* sweet twist on this holiday favorite with new *Hershey's* Cookies 'N' Crème Santas. Also new is the 1.45 oz Seasonal *Hershey's Kisses* Brand Solid Milk Chocolate Santa Hat. And no good Santa can deliver presents without Vixen and Blitzen – the new *Rolo* Reindeer Cane is the perfect stocking stuffer from any Jolly Old Saint Nick.

Gift a Pot of Gold

The winter holidays represent the biggest boxed chocolate selling season and more than 70 percent of adults will give or receive a box of chocolates.* Share *Hershey's Pot of Gold* Truffles Sampler, one of the new *Hershey's Pot of Gold* truffle additions to gift boxes this year. An ideal option for small gifts or stocking stuffers, this treat arrives as a 1.05 oz box with individually wrapped milk chocolate truffles, perfect for sharing at the next holiday gathering.

Meeting Under the Mistletoe?

This December there's no need to catch someone under the Mistletoe; The Hershey Company makes it easy to celebrate the season with a kiss. *Hershey's Kisses* Brand Chocolates are available in a variety of flavors including Milk Chocolate, Milk Chocolate with Almonds, Mint Truffle, Caramel, *Special Dark* Mildly Sweet Chocolate,

- more -

Cherry Cordial Crème and Candy Cane Mint. Each variety comes wrapped in festive colored foils, making them the perfect treat for both Holiday baking and decorating.

Deck the Halls with Candy Décor, Baking and Crafting

Forty percent of Holiday candy is purchased for candy dishes, baking and crafting** and Hershey delivers the magic of the season with iconic treats, offering all the right ingredients for tasty recipes and candy crafts. Create a beautiful wreath or decorative tree with *Hershey's Kisses* or *Reese's Peanut Butter Cup Miniatures* or surprise family and friends with favorite Hershey holiday treats hidden on the bow of a present. To start creative bells-a-jingling, select from the following products for the ultimate in crafting and baking:

- *Hershey's* Miniatures Assortment
- *York* Peppermint Pattie Miniatures
- *Kit Kat* Wafer Bar Holiday Miniatures
- *Hershey's* Extra Creamy Milk Chocolate Bells

To view a complete list of *Hershey's* Holiday baking recipes and craft activities, visit

www.CelebrateWithHersheys.com. *Hershey's* complete seasonal collection can be found at retailers nationwide.

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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* National Confectioners Association

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