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Milton Hershey School Honors its 2010 Graduates by Celebrating Americans Who Share the Philanthropic Spirit of Its Founder

HERSHEY, Pa., June 15, 2010 – The Hershey Company and MILTON HERSHEY SCHOOL® (MHS) are honoring its School’s 2010 graduating seniors by celebrating people across the country who share the giving spirit of founder Milton Hershey. Americans are invited to go to www.thehersheylegacy.com and post their story of volunteerism and share how they give back to their community – living Mr. Hershey’s legacy of sweetness.

“For a century, graduates of Milton Hershey School have been living the legacy of Milton Hershey, donating their talents and resources to their communities to make them better places to work, live and raise families,” said Anthony Colistra, MHS president and a 1959 graduate of the School. “As our 2010 graduates go forth into the world to share the opportunity that’s been afforded to them, we invite you to celebrate their future by telling us how you live Mr. Hershey’s legacy and encourage you to send a ‘thank you’ to someone who lives the legacy, too.”

Visitors to www.thehersheylegacy.com will be invited to share the name of the organization they support and details of how their efforts have made a difference in their community. The site also will ask for the estimated number of people who benefit from the activity, serving as a reminder of how one person can make a difference. Everyone’s story of “giving back” will be represented by a *Hershey’s* Milk Chocolate bar, strategically displayed on the U.S. map according to the person’s city and state. Consumers also can send e-cards to family and friends and recognize them for giving back to their communities.

In addition, visitors to www.thehersheylegacy.com can learn about the many contributions MHS alumni are making every day in communities across the country. Since its inception, 8,787 students have graduated from MILTON HERSHEY SCHOOL. These alumni have created hundreds of thousands of jobs; contributed millions of dollars to causes that help those less fortunate; put others first by volunteering countless hours to the betterment of society and raised children and grandchildren with social and educational values that drive success.

To learn more about the 'Thank You Map' the centennial campaign and the amazing legacy of Milton Hershey and MHS, please visit www.thehersheylegacy.com.

About The Milton Hershey School

MILTON HERSHEY SCHOOL® is a cost-free, private, coeducational home and school for children from families of low income, limited resources, and social need. The School is funded by a trust established by Milton S. Hershey and his wife Catherine. Milton Hershey School® offers a positive, structured home life year-round and an excellent pre-kindergarten through 12th grade education. Our vision focuses on building character and providing children with the skills necessary to be successful in all aspects of life.

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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