

MILTON HERSHEY SCHOOL® CELEBRATES THE HOLIDAY SEASON WITH “A LEGACY OF RECIPES”

e-Cookbook Thanks Consumers for Supporting Children in Need

HERSHEY, Pa., Nov. 15, 2010 – This holiday season, the students of the Culinary Arts Program at MILTON HERSHEY SCHOOL® have created an e-Cookbook titled, “A Legacy of Recipes.” This free, downloadable cookbook features a variety of healthy, festive and creative dishes, including several made with *Hershey’s* iconic products.

The students helped create this special holiday e-cookbook while learning about food, cooking and nutrition — essential knowledge for a career in the foodservice industry. From “*Chocolate and Cherry Chutney*” and “*Apple Glazed Salmon*” to taste-tempting “*Chocolate Mousse*,” “A Legacy of Recipes” showcases a mixture of sweet and savory dishes to enhance your holiday meals.

As an added bonus, the cookbook features a special foreword written by chef, author and television personality Art Smith. Smith is supporting this project to raise awareness of the School, its Culinary Arts Program and the lessons of teamwork and community that students learn through cooking. This free e-cookbook is downloadable from www.thehersheylegacy.com.

“I am very excited to support “A Legacy of Recipes,” the first Milton Hershey School cookbook featuring some favorite recipes that have been used by students of the amazing Milton Hershey School Culinary Arts Program,” said Art Smith. “This Program prepares students for the future by teaching them about nutrition, food preparation and the importance of teamwork.”

Established in 1909 by Milton Hershey, founder of The Hershey Company, and his wife Catherine, MILTON HERSHEY SCHOOL provides children in profound social and financial need with a positive, structured and nurturing home life and outstanding education. Mr. Hershey believed so strongly in the importance of the School that before his death, he devoted his entire fortune to ensure its continued growth and development. Today, MHS serves more than 1,800 boys and girls from pre-kindergarten through 12th grade. It is nation’s largest cost-free, private, coeducational home and school for children from families of low income, limited resources, and social need.

For more information about MILTON HERSHEY SCHOOL and the Hershey Legacy, 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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