



HERSHEY®'S Milk Chocolate Bars Now Contain a Special "Thank You" Message

HERSHEY'S Milk Chocolate Bars and Milk Chocolate Bars with Almonds to Deliver a Sweet "Thank You" to Consumers who Have Supported Children in Need

For 100 Years, Enjoyment of *Hershey's* has Meant a Nurturing Home and Strong Educational Foundation for the Children Attending Milton Hershey School

HERSHEY, Pa., December 17, 2009 – HERSHEY'S Milk Chocolate Bars and Milk Chocolate Bars with Almonds will be just a little sweeter thanks to new packaging. Hitting the shelves this January, every standard and king-size HERSHEY'S Milk Chocolate Bar and Milk Chocolate Bar with Almonds will contain a special "Thank You" message in celebration of the 100 years of support for MILTON HERSHEY SCHOOL®. The back of each bar states, "Every Hershey's product you've enjoyed has helped support children in need through Milton Hershey School. Thank You for making a difference!"

Established in 1909 by Milton Hershey, founder of the iconic Hershey chocolate 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. His deed represents the epitome of the "pay it forward" ideal. MILTON HERSHEY SCHOOL is funded through the Hershey Trust Company, which is fueled by profits from The Hershey Company. Simply put, every time someone enjoys a HERSHEY'S product, they are helping to foster opportunity through the students, educators and staff at MILTON HERSHEY SCHOOL. The School offers a positive, structured home life year-round, and an excellent pre-kindergarten through 12th grade education. Students live in family-style homes, each of which is overseen by a married couple (House Parents) with child-care experience. House Parents take an active role in nurturing the students' development and well-being. They teach important life values and provide structure and guidance in the children's daily activities and are on hand to support and encourage achievement and self-worth.

"Mr. Hershey intended MILTON HERSHEY SCHOOL to nurture students into perpetuity, but that can only be done by hiring staff, educators and House Parents to support the students. Research told us that few people knew about Mr. Hershey's legacy and the powerful difference MILTON HERSHEY SCHOOL has made in the lives of families for many generations," said Dave West, Chief Executive Officer, The Hershey Company. "We thought the 100th anniversary of MILTON HERSHEY SCHOOL was a perfect time to help everyone understand how big a role they've played in helping to make a difference in the lives of generations of children from challenging circumstances."

MILTON HERSHEY SCHOOL is a cost-free, private coeducational home and school for children from families of low income, limited resources and social need and is the largest of its kind in the nation. Throughout its history, the school has made significant contributions to the educational and social development of its graduates who have seized upon the opportunities provided there to make an outsized impact on society. The first class had four students. Today, MILTON HERSHEY SCHOOL serves more than 1,800 diverse boys and girls from pre-kindergarten through 12th grade.

Graduates of the School go on to make a profound difference in communities across the country as they live the values taught by Mr. Hershey so many decades ago. MILTON HERSHEY SCHOOL alumni volunteer 457,000 hours per year helping their fellow Americans through a wider array of charitable causes, impacting as many as 152,000 people annually. "It is important for us to tell the public about MILTON HERSHEY SCHOOL so that we can recruit the staff, educators and houseparents that are so critical to the success of its students," said Dr. Anthony Colistra, President, and Alumni (class of 1959).

For more information about Milton Hershey's 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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