



The Hershey Company and Milton Hershey School Are Asking Everyone to Join In Celebrating Random Acts of Kindness Week

Celebrate Milton Hershey's Legacy and Spread HERSHEY'S HAPPINESS by Sending a Virtual Hershey Bar To Someone Deserving

(Hershey, PA) – February 15, 2010 - Milton Hershey demonstrated the ultimate *random act of kindness* when he founded Milton Hershey School to help children in need, then devoted his entire fortune to ensure the school's future. This week, MILTON HERSHEY SCHOOL® and The Hershey Company are celebrating **Random Acts of Kindness Week** by asking people everywhere to say *Thank You* for the little things people do for them. From February 15-21, go to www.thehersheylegacy.com to share a virtual Hershey's® bar and some HERSHEY'S HAPPINESS with friends and family.

Milton Hershey founded the Milton Hershey School in 1909 to help children in profound need. Because of this unprecedented act of kindness on the part of Mr. Hershey, Hershey's® chocolate lovers directly support Milton Hershey School, helping to foster opportunity to children in need.

"Random acts of kindness are small gestures that can have a big effect, as epitomized by Milton Hershey when he founded Milton Hershey School," said Charlene Binder, Senior Vice President, Chief People Officer, The Hershey Company. "This is an opportunity to remind people of the profound impact one man had on children in need while thanking everyone who enjoys Hershey's products. Through that random act of kindness they enable Milton Hershey School to help children break the cycle of poverty and go on to live incredibly productive lives."

In celebration of the 100 years of support for Milton Hershey School, every standard and king-size Hershey's® Milk Chocolate Bar and Milk Chocolate Bar with Almonds contains a special "Thank You" message. 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!"

Visitors to the website, www.thehersheylegacy.com, are encouraged to deliver a virtual Hershey's® "thank you" bar to friends and family. Once on the homepage users can click on the button that reads "connect with Facebook." Once you have logged in, a window will pop up with a Hershey's® bar allowing you to send the treat to a friend or post it to your Facebook wall.

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, MHS serves more than 1,800 diverse boys and girls from pre-kindergarten through 12th grade.

To learn more about the centennial campaign, 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*. 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*, *Dagoba* and *Starbucks Chocolate*. 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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