

REESE'S LOVES YOU BACK WITH \$2.5 MILLION IN CASH PRIZES FOR GAS AND GROCERIES

Reese's Loves You Back National Promotion Kicks-Off with Free Gas and Grocery Event in Norfolk, Va., America's No. 1 Reese's-Loving City

Reese's Dark Chocolate Peanut Butter Cups Become Permanent Addition to the Reese's Family

HERSHEY, Pa., June 22, 2009 – Reese's® awarded America's No. 1 Reese's-loving city with free gas and groceries today to kick-off the national Reese's Loves You Back™ promotion. The national promotion will reward Reese's lovers with up to \$2.5 million in instant-win cash prizes to give consumers' wallets real relief on essentials like gas and groceries now through December 31, 2009. To kick-off the promotion, Reese's surprised Farm Fresh consumers in Norfolk, Va., with more than \$40,000 in free gas and groceries. The event also debuted the newest member of the Reese's family – Reese's Dark Chocolate Peanut Butter Cups – the perfect combination of dark chocolate and peanut butter to reward dark chocolate Reese's lovers.

"With gas prices up 59 percent since January and grocery costs on the rise, the Reese's Loves You Back promotion is designed to give Reese's lovers relief where they need it most – at the gas pump and grocery store," said Jody Cook, Director of Product Publicity, The Hershey Company. "For more than 80 years, consumers have been enthusiastic about the perfect Reese's Peanut Butter Cup and we couldn't think of a better way to thank our loyal fans than by putting cash back into their pockets."

America's No. 1 Reese's-Loving City Rewarded with Free Gas & Groceries
Lucky Norfolk, Va., consumers were surprised at the Military Highway Farm Fresh gas pumps and grocery lines today as Reese's footed the bill for gas and groceries to kick-off the national Reese's Loves You Back promotion and to reward Norfolk for being voted America's No. 1 Reese's-loving city. From 6:00 a.m. to 8:00 a.m. ET, Reese's gave away more than 3,000 gallons of free gasoline and more than \$31,000 worth of free groceries to consumers. Participants also received the perfect treat free –Reese's candy bars, including the new Reese's Dark Chocolate Peanut Butter Cups.

Norfolk was crowned the city that loves Reese's the most by receiving the majority of online votes in the Reese's Loves You Back Challenge hosted May 11th through May 15th at www.reeses.com/lovesyouback. The vote challenged Reese's lovers in five Reese's-loving cities to publicly proclaim their love for Reese's for a chance to host the Reese's Loves You Back launch event. The four runners-up cities of Boise, Chicago, St. Louis and Spokane will be rewarded with free gas and groceries via radio giveaways beginning June 22 and all consumers will be invited to enjoy the Reese's Loves You Back on-pack, instant-win promotion.

The national Reese's Loves You Back promotion will give away up to \$2.5 million in cash prizes on specially-marked Reese's Peanut Butter Cups, Reese's Dark Chocolate Peanut Butter Cups, Reese's Big Cup Peanut Butter Cups, Reese's® Pieces® Candies, Fast Break® Candy Bars, ReeseSticks® Wafer Bars, Reese's® Nutrageous® and Reese's Whipps™ in \$10, \$25 and \$100 increments now through December 31, 2009. Reese's products are available at mass, grocery, drug and convenience stores nationwide.

Reese's Dark Side – Reese's Dark Chocolate Peanut Butter Cups Debut
Tempting Reese's lovers to visit the dark side, Reese's Dark Chocolate Peanut Butter Cups debut nationwide as a permanent addition to Reese's irresistible line-up. Featuring the perfect combination of Reese's peanut butter wrapped in dark chocolate, Reese's Dark Chocolate Peanut Butter Cups are available in standard 2-cup packages, 6-packs and Reese's Miniatures Dark Chocolate Peanut Butter Cups at mass, grocery, drug and convenience stores.

For additional information on the Reese's Loves You Back promotion or Reese's Dark Chocolate Peanut Butter Cups, visit www.reeses.com.

