

FOR IMMEDIATE RELEASE

Contact: Kirk Saville
717.534.7641

Laura Dihel
630.932.9347

USOC: Lindsay DeWall
719.866.3466

**THE HERSHEY COMPANY NAMED OFFICIAL SUPPLIER OF
2008 U.S. OLYMPIC TEAM**

Hershey's and U.S. Olympic Team Go for Gold

HERSHEY, Pa., August 13, 2007 – The Hershey Company and the United States Olympic Committee (USOC) today announced that The Hershey Company is an Official Supplier of the 2008 U.S. Olympic Team. As an Official Team Supplier, Hershey will proudly support America's top athletes at the 2008 Olympic Games in Beijing and share the Olympic spirit with fans across America through a national consumer promotion.

“The Hershey Company is proud to support Team U.S.A. and the spirit and history of the Olympic Games,” said Michele Buck, Senior Vice President, Chief Marketing Officer, U.S., The Hershey Company. “The Hershey Company has a tradition of supporting elite athletes through our *Hershey's Track & Field Games* and we are proud to further our commitment to sports as an official supplier of the U.S. Olympic Team.”

A winning portfolio of Hershey's products, including *Hershey's Kisses*® Brand Chocolates, *Hershey's*® Milk Chocolate, *Reese's*® Peanut Butter Cups, *Kit Kat*®, *Almond Joy*®, *Twizzlers*® and *York*® Peppermint Patties, will bear the U.S. Olympic Team Supplier mark in the coming months and throughout 2008. The brands also will celebrate the excitement and tradition of the U.S. Olympic Team through a national promotion and advertising campaign led by the iconic *Hershey's Kisses* brand.

“The Hershey Company is a tremendous addition to the prominent list of USOC Official Team Suppliers,” said USOC Chief Operating Officer Norman Bellingham. “This partnership signifies two of the strongest brands in America joining forces. This relationship will certainly benefit the 2008 U.S. Olympic Team, the U.S. Olympic Movement and The Hershey Company.”

Additionally, Hershey partnered with U.S. Olympians Carl Lewis, Bruce Jenner, Michael Johnson and Rafer Johnson as part of the *Hershey's Track & Field Games*. Marking its 30th

anniversary in August 2007, *Hershey's Track & Field Games* encourages youth participation in track and field through partnerships with USA Track & Field and the National Recreation and Park Association. More than 300,000 youth athletes participated in the *Games* in 2007, with the North American Final Meet held August 4, 2007, in Hershey, Pa. For more information about *Hershey's Track & Field Games*, visit www.hersheystrackandfield.com.

About The Hershey Company

The Hershey Company (NYSE: HSY) is the largest North American manufacturer of quality chocolate and sugar confectionery products. With revenues of nearly \$5 billion and more than 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Special Dark*, *Hershey's Extra Dark* and *Cacao Reserve by Hershey's*. Hershey's *Ice Breakers* franchise delivers refreshment across a variety of mint and gum flavors and formats. In addition, Hershey leverages its iconic brands, marketplace scale and confectionery and nut expertise to develop and deliver substantial snacks, including *Hershey's Milk Chocolate Covered Almonds* and *Hershey's Special Dark Chocolate Covered Almonds*. Hershey also offers a range of products to address the health and well-being needs of today's consumer. *Hershey's* and *Reese's Snacksters* offer consumers great-tasting snacks in portion-controlled servings, while Hershey's dark chocolate offerings provide the benefits of flavanol antioxidants. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, known for its high-cacao dark chocolate products, *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts, and *Dagoba*, known for its high-quality natural and organic chocolate bars. Visit us at www.hersheynewsroom.com.

About the USOC

The United States Olympic Committee (USOC) is recognized by the International Olympic Committee as the sole entity in the United States whose mission involves training, entering and underwriting the full expenses for the U.S. teams in the Olympic, Paralympic, Pan American and Parapan American Games. In addition to being the steward of the U.S. Olympic Movement, the USOC is the moving force for support of sports in the United States that are on the program of the Olympic, Paralympic, Pan American and Parapan American Games. Learn more about the U.S. Olympic Team and USOC at www.usolympicteam.com.

About Hershey's Track & Field Games

Founded in 1975 by Dr. Donald P. Cohen in Charleston, W.Va., *Hershey's Track & Field Games* has grown from a local playground event in a single community to an international program encouraging physical fitness among youths and sportsmanship between peers. More than 10 million children from the United States and Canada have participated in the *Hershey's Track & Field Games* to date. Children interested in participating in the *Hershey's Track & Field Games* or adults interested in hosting a qualifying meet in their town can visit www.hersheystrackandfield.com. The Hershey Company provides national funding for *Hershey's Track & Field Games*. Additional partners are the National Recreation and Park Association (NRPA), USA Track & Field and Athletics Canada. *Hershey's Track & Field Games* is the largest youth sports program of its kind with over 400,000 children participating in the program yearly, representing over 3,000 communities.

###