



The Hershey Company

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**The Hershey Company Does Not Purchase Peanut Butter, Peanuts or
Peanut Products from Peanut Corporation of America**
All Hershey and Reese's candies are safe to consume

HERSHEY, Pa., January 17, 2009 — The Hershey Company (NYSE: HSY) today issued a statement related to peanuts:

No products made by The Hershey Company, including items and brands in the iconic Reese's franchise, are affected by the recent recall related to peanut butter. Hershey does not purchase any peanut butter, peanuts or peanut products from the Peanut Corporation of America. Peanut butter for *Reese's Peanut Butter Cups* is made in Hershey facilities under the most stringent safety and quality standards.

All of our products are safe to consume. This includes all items sold to other food companies and used as ingredients in other products. Consumers with any questions regarding this issue should call our Consumer Relations line at 1-800-468-1714.

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 almost 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat*, *Twizzlers* and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such

brands as *Hershey's Bliss*, *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. Hershey's partnership with Starbucks offers a premium chocolate experience that combines the highest-quality chocolate with Starbucks coffee-house flavors, for a range of delicious and distinct chocolate products. 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.

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