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NEWS RELEASE

FOR IMMEDIATE RELEASE

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DBMA Announces The Hershey Company as 2010 Circle of Excellence Winner

LANCASTER, PA— April 5, 2010— The Distribution Business Management Association (DBMA), announced that The Hershey Company will be the 2010 recipient of their Circle of Excellence (COE) award. The award will be announced and presented during the 2010 Supply Chain Leaders in Action (SCLA) Annual Business Forum on May 26th, 2010 at the Scottsdale Resort & Conference Center. The SCLA is comprised of 50 of the nation's largest and most successful corporations.

Each year, DBMA presents the Circle of Excellence award to a leading company in a particular industry segment that represents the highest standards of quality and technology, and provides an environmentally responsible supply chain model. The award recipient is selected by an international panel of judges representing top universities and industry trade associations in the U.S.

The criteria for the Circle of Excellence award were developed by Dr. Omar Keith Helferich, Ph.D., Central Michigan University, based on research accomplished through Michigan State University and Central Michigan University with assistance from other leading universities involved with supply chain management. Candidates, and more importantly, the recipient of the COE Award must demonstrate corporate commitment to supply chain excellence and environmental initiatives in the past and present as well as exhibit plans for continued future commitment.

The Hershey Company takes great pride in their supply chain profile. "We generate over 170,000 outbound finished goods refrigerated truckloads per year and our inbound freight is made up of approximately 27,000 truckloads of commodities and packaging materials," said Bill Leonard, director of supply chain strategy at Hershey. With eleven plants worldwide, The Hershey Company is proud to

produce 80 million Hershey Kisses daily and believe they have the recipe for success in regards to their supply chain management.

In addition to being judged on supply chain environmental and disaster continuity preparedness, the candidates were also evaluated on performance metrics on improved product or process quality, and overall cost efficiency. The award criteria also focus on environmental programs related to waste reduction and efficient use of packaging materials.

The Hershey Company has always been known for its exceptional community outreach programs. This dedication to giving back to the community began over 100 years ago with its founder, Milton Hershey. Perhaps the most notable way that Mr. Hershey gave back to the community was establishing The Milton Hershey School in 1909 as a home for orphan boys. Today, the school serves more than 1,800 students with year-round learning opportunities. The Milton Hershey School provides a home, clothing, food, healthcare and a quality education at no cost for boys and girls of all races from pre-K through grade 12.

Companies that are nominated for the CIRCLE of Excellence award uphold the qualities of: **C**onsistency, in products or services; **I**ntegrity, in business dealings with other companies; **R**esponsibility, to employees, community and to the environment; **C**ommitment, to total customer satisfaction; **L**eadership, that involves the directions, support and involvement of all management levels within the enterprise and community; and **E**xperience, exemplified by years of service in their field and coupled with versatility to adjust to the changing environment of business. The members of DBMA believe that The Hershey Company upholds and exceeds all of these criteria.

Past award recipients include Chiquita Brands International, Staples, CVS, Dell, Kraft Foods, Lockheed Martin, Coors Brewing Company, UPS, Mercedes Benz, and other major companies in consumer goods and business-to-business categories.

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. 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. Please visit us at www.hersheys.com for more information.

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