

FOR IMMEDIATE RELEASE

Deal Sealed With A Kiss

***Hershey's* Unites With Global Icons**

LOS ANGELES, CA – September 5, 2006 – Global Icons, a premier licensing and brand merchandising agency specializing in the development and extension of corporate brands, trademarks, and entertainment properties, has been named the exclusive non-food merchandise licensing agent for The Hershey Company (NYSE: HSY), a leading snack food company and the largest North American manufacturer of quality chocolate and non-chocolate confectionery products.

The Hershey Company markets well-known brands such as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Almond Joy*, *Mounds*, *Jolly Rancher*, *Twizzlers*, *Ice Breakers*, *S'mores*, *PayDay*, and *York*, as well as innovative new products such as *Take 5* candy bar and *Hershey's Cookies*.

Global Icons will lead the efforts to leverage *Hershey's* iconic brands beyond the continuous success in licensing of *Hershey's*, *Hershey's Kisses*, *Reese's* and others; and will expand the company's additional brands into the marketplace within several licensed product categories including: apparel and accessories, toys and games, gifts and collectibles, housewares, electronics, and publishing. Retail distribution will range from mass market to gift specialty, and the program will target all ages and will encourage family fun.

"We are very excited to have the opportunity to work with the #1 chocolate brand in the US, and we expect many great brand extensions will develop from this relationship," states Jeff Lotman, CEO of Global Icons.

About Global Icons - www.globalicons.com

Global Icons is a licensing, merchandising and consulting agency, specializing in the development and extension of corporate brands, trademarks, and entertainment properties. On behalf of its ever-expanding roster of clients, the company's goal is to increase brand awareness and revenue through the establishment of new products, distribution channels, and revenue streams. Select clients include Airstream, Baileys, Breathe Right, Brooke Burke, Build-A-Bear Workshop, Chevron, Chuck E Cheese's, Delta, Encyclopedia Britannica, Gulf, Humvee, Igloo, Katie Brown, Tonino Lamborghini, Make-A-Wish, Texaco, and UPS, among others.

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About The Hershey Company

The Hershey Company (NYSE: HSY) is a leading snack food company and the largest North American manufacturer of quality chocolate and non-chocolate confectionery products. With revenues of over \$4 billion and more than 14,000 employees worldwide, The Hershey Company markets such well-known brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat*, *Almond Joy*, *Mounds*, *Jolly Rancher*, *Twizzlers*, *Ice Breakers*, and *Mauna Loa*, as well as innovative new products such as *Take 5* candy bar and *Hershey's* Cookies. In addition to its traditional confectionery products, Hershey offers a range of products specifically developed to address the nutritional interests of today's health-conscious consumer. These products include sugar-free *Hershey's*, *Reese's* and *York* candies, and *PayDay* Pro energy bar. It also markets *Hershey's* cocoa, *Hershey's* syrup and other branded baking ingredients, toppings and beverages. 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, and *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts. Visit us at www.hersheynewsroom.com.

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