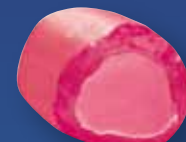



# New!

Available December 2011

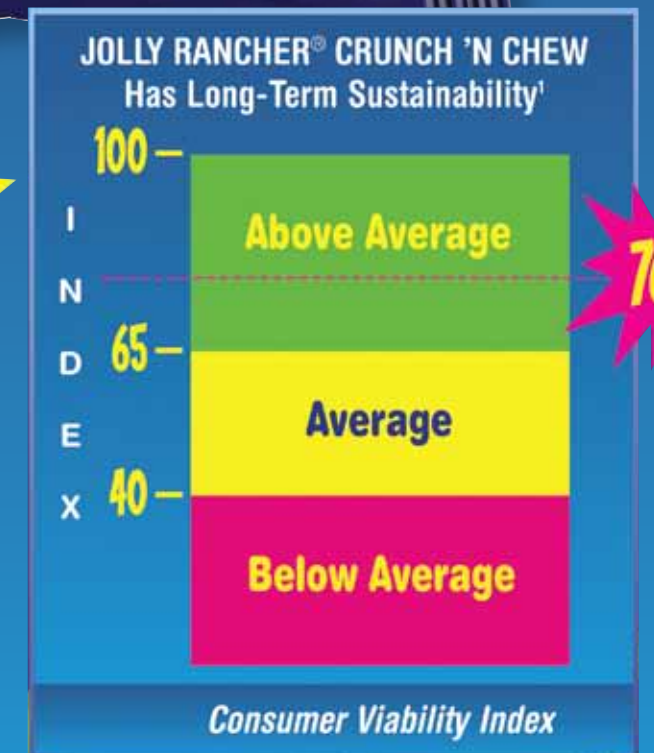
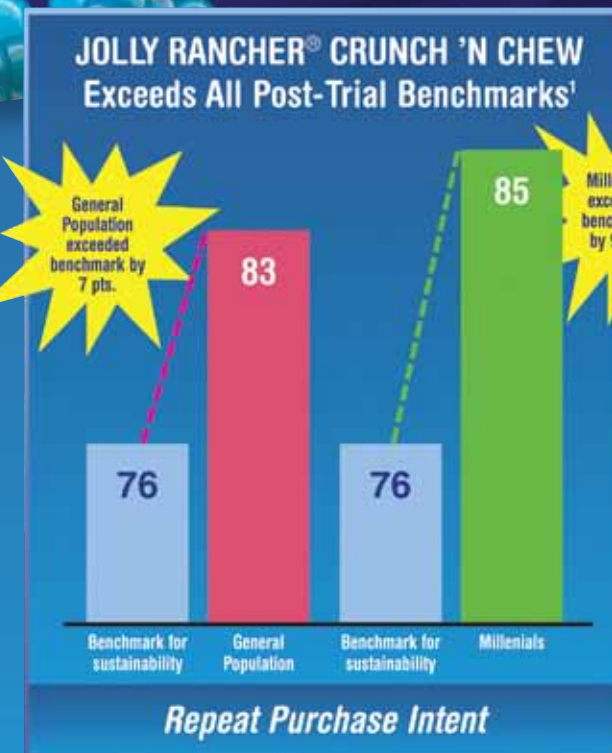
 A bold and intense fruit combination of a hard candy shell surrounding a chewy center

 A much faster eating experience for shorter purchase cycles: taste it, crunch it and chew it

 Mouth-watering and iconic JOLLY RANCHER® flavors: Cherry, Blue Raspberry, Green Apple and Watermelon



Best-scoring Consumer Results in HERSHEY'S Sugar Confection History



1 BASES CVI is a composite index based on concept appeal, product acceptance and value perceptions.