



**GRAND PRIZE WINNER OF “HAVE A HERSHEY’S SUMMER” SWEEPSTAKES ANNOUNCED**  
*Sweepstakes strengthens commitment to independent ice cream operators’ profitability*



Hershey, PA (November 3, 2008) –*Hershey’s* Food Service awarded independent ice cream shop operator Kathy Burr of Burr Ice Cream Shop in Berlin, OH the grand prize of a triple ice cream mixer in its “Have a *Hershey’s* Summer” sweepstakes promotion. “Winning this contest definitely upgraded our mixer,” said Burr. “I was very grateful to The Hershey Company for offering the contest to us, and of course, very grateful that I won!”

To kick off the summer ice cream season, *Hershey’s* invited ice cream operators to participate in their “Have a *Hershey’s* Summer” sweepstakes, for a chance to win one of four exciting prizes. Close to 300 independent operators completed a short survey of questions about ice cream topping and mix in preferences in order to enter the sweepstakes. Carol Wiersum of Kaleidoscoops in Belmont, MI won the first place prize of a One-Panel Menu Board. Second place prize winner Elizabeth Wier won an ice cream topping bar for her family owned Weir’s Ice Cream Corporation. Jan Miller of Millers Drive in, Bellevue OH, was awarded the third place prize of a neon display sign.

In addition to the sweepstakes, *Hershey’s* offered ice cream operators free in-store promotion kits. The kit included a set of ice cream specific recipe cards that helped operators add profitable and unique sundaes, shakes, and smoothies to their menus.

*Hershey’s* is committed to supporting the ice cream segment and independent ice cream operators nationwide by continuing to provide exciting on-trend promotions and recipe ideas that satisfy patrons demand for ingredients they know and trust.

Independent ice cream shop operators can call 877-772-3556 to order a free ice cream kit for their stores while supplies last. To find a distributor in your area, please visit [www.hersheyfoodservice.com](http://www.hersheyfoodservice.com) or call 877-772-3556.

## 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 13,000 employees. With revenues of nearly \$5 billion, Hershey offers such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat*, *Twizzlers* and *Ice Breakers* as well as the smooth, creamy indulgence of *Hershey's Bliss*. Hershey is a leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Special Dark* and *Hershey's Extra Dark*. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, *Joseph Schmidt* and *Dagoba* as well as *Starbucks Chocolate*. 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. The Milton Hershey School, established by the company's founder in 1909, provides a nurturing environment, quality education, housing, and medical care at no cost to children in social and financial need. The School is administered by the Hershey Trust Company, Hershey's largest shareholder, making the students of Milton Hershey School direct beneficiaries of Hershey's success. Please visit us at [www.hersheys.com](http://www.hersheys.com).