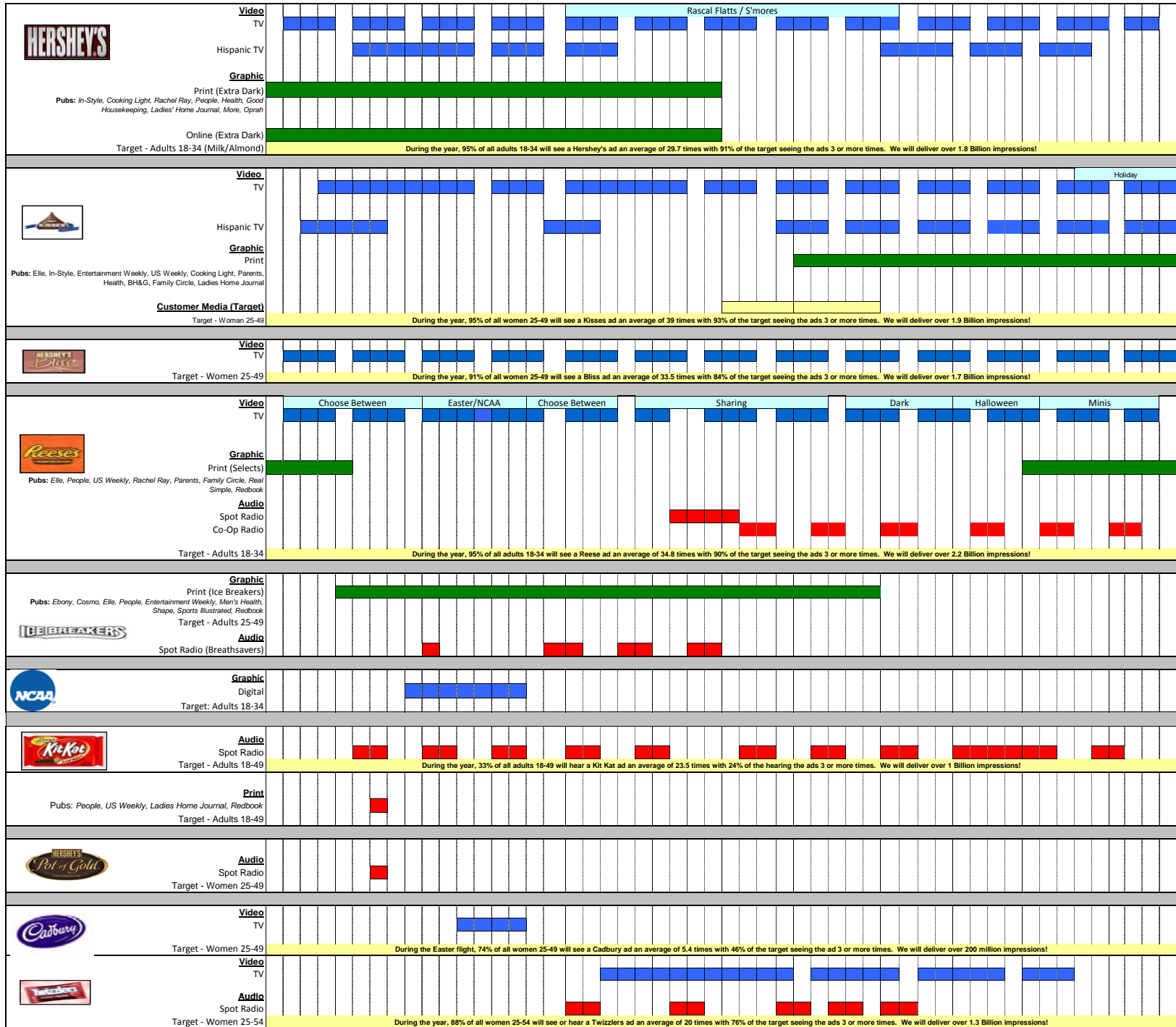


HERSHEY'S 2009 Media Flowchart

2009																																																			
January				February				March				April				May				June				July				August				September				October				November				December							
29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21

Holidays: V (V), E (E), MoD (MoD), MeD (MeD), J (J), L (L), H (H), T (T), C (C)



Note: Timing is subject to change