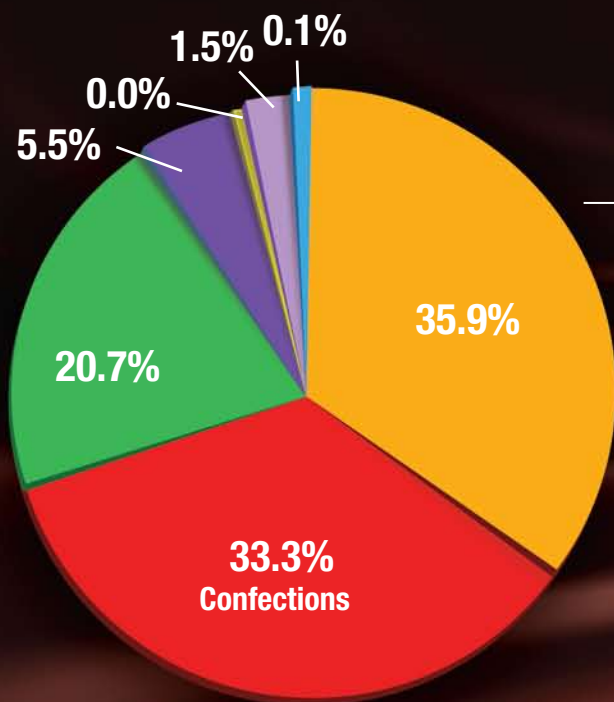


GROW YOUR BUSINESS

with **HERSHEY'S** Category Management Expertise



Confections represent 1/3 of all Vending Sales.

HERSHEY'S is the largest chocolate company in North America, with the most iconic brands for over 100 years.

HERSHEY'S Market Share 39.2%

Mars® Market Share 35.8%

All Other 25.0%

State of Vending Industry Report 2009

- Confections
- Nutrition Snacks
- Salty Snacks
- Nuts and Seeds
- Baked Goods
- Food Snacks
- Crackers

- REESE'S® Peanut Butter Cups - **The #1 Selling Confection Brand**
- HERSHEY'S Milk Chocolate Bar - **The #2 Selling Confection Brand**
- KIT KAT® Wafer Bar - **The #1 Selling Wafer Brand**
- TWIZZLERS® Candy - **The #1 Non-Chocolate Brand**

Nielsen FDMx, 52 Weeks Ending 10/3/09



Convenience Vending

Increase your vending success by harnessing the c-store power-brand model

HERSHEY'S transforms convenience store secrets into vending strategies. By tapping into HERSHEY'S cross-category experience, successful convenience store models can give your vending business a profitable advantage.



Allocate Your Sales for Higher Profits

Confections Fair Share of a 45 select machine is 15 facings!

OPTIMAL NUMBER OF SPIRALS

CATEGORY	Share	45 select	40 select	35 select
Salty Snacks	35.9%	16	14	13
Confections	33.3%	15	13	12
Baked Goods	20.7%	9	8	7
Crackers	5.5%	2	2	2
All Other	4.6%	2	2	2

HERSHEY'S Share of Columns	Share	45 select	40 select	35 select
HERSHEY'S	39.2%	6	5	5
Mars®	35.8%	5	5	4
Nestle®/All Other	25.0%	4	3	3

State of the Vending Industry Report 2009, Nielsen FDMx, 52 Weeks Ending 10/3/09

Contact your Hershey's sales representative for more information.



www.hersheyvending.com