



### CORE ITEMS:

HERSHEY'S Milk Chocolate with Almonds  
HERSHEY'S Milk Chocolate with Almonds LSC  
REESE'S Peanut Butter Cups  
REESE'S Peanut Butter Cups LSC  
KITKAT® Extra Crispy Wafer Bar  
KITKAT® Wafer Bar  
KITKAT® Wafer Bar LSC

# EARN BIG REBATE REWARDS GUARANTEED 8% REBATE

**ON UP TO 3 CORE PRODUCTS  
PLUS 3 CHOICE ITEMS  
WITH NO CASE TARGETS!**

### MAKE THE MOST OF HERSHEY'S VENDING REBATE PROGRAM

#### EARN 8%

Receive an 8% rebate on up to 3 core items (regular vend and Large Size Confection combined) plus 3 choice items. No case targets.

#### EARN 10%

Reach 90% to 99.9% versus prior year on up to 3 core items (regular vend and LSC combined) plus 3 choice items. Earn an additional 2% – for a total of 10% per quarter.

#### EARN 12%

Reach 100% or more versus prior year on up to 3 core items (regular vend and LSC combined) plus 3 choice items. Earn another 2% – for a total of 12% per quarter.

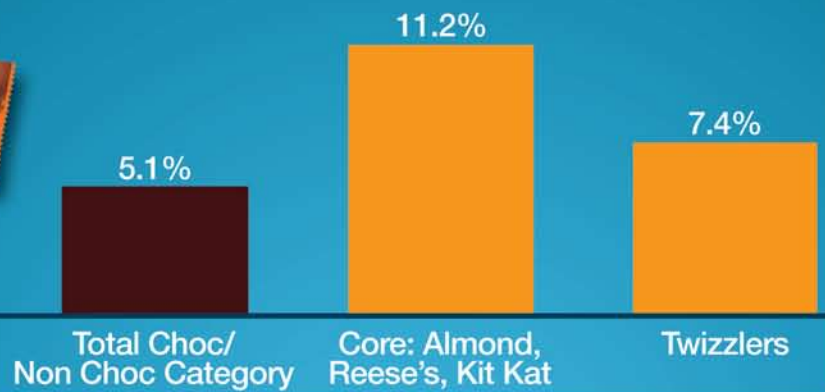
Program is effective from January 1st to December 31st, 2010. There is a minimum 25 cases per quarter qualifier. Purchases must be made from an authorized Hershey Vend Product Distributor (no manual reporting).



# Hershey Brands are outpacing the category in FDMxC

DOLLAR % CHANGE VS. LAST YEAR

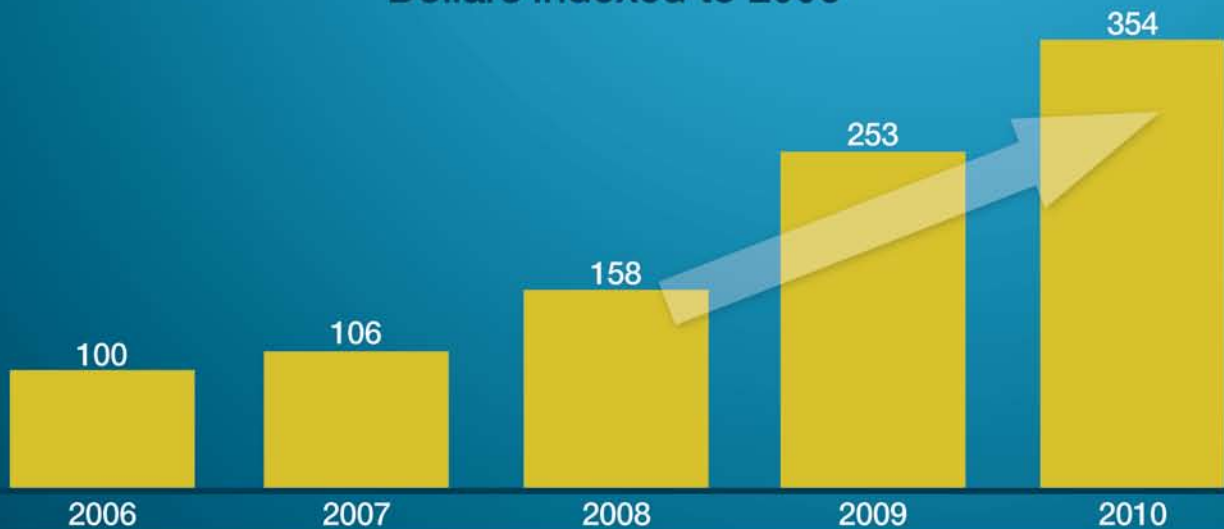
Total US FDMxC, YTD ending 12/26/09



## In 2010 we will further expand brand-building media to help fuel category growth

HERSHEY'S US WORKING MEDIA SPENDING (M)

Dollars indexed to 2006



Contact your Hershey's Representative or Local Vend Product Distributor for more information.