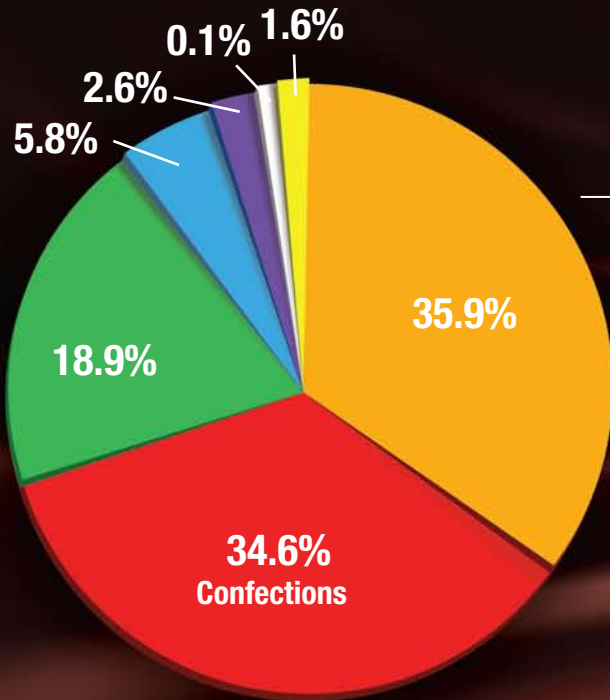


GROW YOUR BUSINESS

with **HERSHEY'S** Category Management Expertise



Confections represent 1/3 of all Vending Sales.

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

HERSHEY'S Market Share 42.1%

Mars® Market Share 36.2%

All Other 21.7%

State of Vending Industry Report 2007

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

REESE'S® Peanut Butter Cups - **The #1 Selling Brand**

HERSHEY'S Milk Chocolate Bar - **The #1 Selling Milk Chocolate Bar**

KIT KAT® Wafer Bar - **The #1 Selling Wafer Brand**

TWIZZLERS® Candy - **The #1 Selling Licorice**

Nielson C-Store 52 Weeks Ending 02/21/09; IRI Analyzer FDMx 52 Weeks Ending 02/22/09



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 16 facings!

OPTIMAL NUMBER OF SPIRALS

CATEGORY	Share	45 select	40 select	35 select
Salty Snacks	35.9%	16	14	13
Confections	34.6%	16	14	12
Baked Goods	18.9%	9	8	7
Crackers	5.8%	3	2	2
All Other	4.8%	2	2	2

State of Vending Industry Report 2007

HERSHEY'S Share of Columns	Share	45 select	40 select	35 select
HERSHEY'S	42.1%	7	6	5
Mars®	36.2%	6	5	4
Nestle®/All Other	21.7%	3	3	3

Nielson C-Store 52 Weeks Ending 02/21/09; IRI Analyzer FDMx 52 Weeks Ending 02/22/09



www.hersheyvending.com

Contact your Hershey's sales representative for more information.