



HERSHEY TRUST COMPANY

October 10, 2007 – Hershey Trust Board Chairman LeRoy S. Zimmerman issued the following statement on behalf of the Hershey Trust Board:

“In its role as controlling shareholder of The Hershey Company, the Trust is, has and will continue to be guided by two key principles. The Trust Board desires to communicate those principles clearly to all interested parties.

“One is the Trust’s frequently reiterated resolve to retain its controlling interest in The Hershey Company. This principle is an obligation both of our stewardship, and of Pennsylvania law. Milton Hershey gave his fortune to the Trust, as trustee for Milton Hershey School. Milton Hershey School is a residential K-12 school, the largest in the nation, focused on the care and education of children in need.

“The second principle is less publicly discussed than the first, but it is strong and longstanding and known to The Hershey Company Board. It is the Trust’s fundamental belief that the long-term prosperity of the Company requires the Company Board and its management to build on its strong U.S. position by aggressively pursuing strategies for domestic and international growth.

“There is no inherent conflict between these two core principles. There are many paths to accelerating growth that do not involve the Trust giving up voting control of the Company. And it is toward such paths that the Trust consistently has asked the Company Board to focus.

“The Trust has communicated to the Company Board – which is solely responsible and accountable for the Company’s management and performance – that the Trust is not satisfied with the Company’s results. The Company has been underperforming both the market and its own stated expectations. The Trust’s holdings in The Hershey Company, on behalf of the children it serves, have lost more than \$1 billion in market value during this period of unsatisfactory performance.

“As a result, as controlling shareholder, the Trust is actively engaged in an ongoing process, the goal of which has been to ensure vigorous Company Board focus on resolving the Company’s current business challenges and on implementing new growth strategies.

“This will restore and enhance value for all shareholders, including the Trust and School.”

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