



The Hershey Company

NEWS

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FOR IMMEDIATE RELEASE:

HERSHEY AND BARRY CALLEBAUT BUILD PRIMARY SCHOOL IN COCOA-GROWING REGION OF CÔTE D'IVOIRE

- *Rural school will provide educational facilities and nutrition and health support for more than 150 children*
- *Cocoa farmers to receive training to raise family incomes*

ABOKRO, Côte d'Ivoire, Sept. 18, 2013 — Addressing a critical community need in the western cocoa-growing region of Côte d'Ivoire, The Hershey Company (NYSE: HSY) and Barry Callebaut announced today the completion of a primary school, community and farmer training center.

Located in the Abokro, Gabiadji, Bas-Sassandra region of Côte d'Ivoire, the school and community center will be fully operational for the 2013-14 school year. Approximately 150 primary-school-age children from 24 nearby hamlets and villages are enrolled in the new school. The project is a joint community partnership between Hershey and Barry Callebaut.

The rural regions of Côte d'Ivoire suffer from a lack of modern primary school buildings and the new Abokro school will address a long-standing community development need. The Hershey Learn to Grow Abokro school includes three furnished classrooms equipped with solar-powered lighting fixtures, a solar-powered water well, an infirmary, a school canteen at which subsidized meals will be offered, as well as housing for professional teachers and medical staff. Barry Callebaut has previously constructed a medical facility in Goh and the company processes large volumes of cocoa at its nearby San Pedro facility.

Hershey Learn to Grow

The Hershey Learn to Grow initiative exemplifies Hershey's commitment to serving communities in cocoa growing regions. It modernizes cocoa farming techniques, increases the yield of cocoa production, and thus improves the livelihoods of cocoa farmers and their families.

Hershey Learn to Grow features farmer and community projects in Côte d'Ivoire, Ghana and Nigeria. In Côte d'Ivoire, the Hershey Learn to Grow program will focus on primary education through the Abokro school project, but will also include cocoa farmer training in partnership with Barry Callebaut's Cocoa Horizons program.

"This modern school will make primary education far more accessible for the children of Abokro who today face many challenges," Mike Wege, Hershey's Senior Vice President Chief Growth Officer. "Through this innovative project, children will receive a meal at midday, good medical care and instruction from professional teachers. Both our companies are committed to giving back to cocoa communities and the new Abokro school is a great example of what we can achieve together."

The Abokro primary school is a registered public school and its operation will be managed by the Ministry of Education. The infirmary will be staffed and operated by a professional health worker assigned by the Ministry of Health. Barry Callebaut's local subsidiary SACO will liaise, on behalf of Barry Callebaut and Hershey, with a school committee regarding future development activities. The school committee will be comprised of teachers and community members, including representatives of the Cooperative Agricole de Glibeadij (COOPAGLI).

COOPAGLI, a cocoa-growing cooperative and beneficiary of the project, is a member of the Union des Cooperatives Agricoles (UCAS) in Côte d'Ivoire. The Cooperative consists of nearly 900 farmers, and is one of 20 co-ops in the UCAS union. The union has long been engaged in Barry Callebaut's Quality Partner Program and projects to improve the income and livelihoods of cocoa farmers.

"The Abokro project is the result of a unique collaboration between Hershey, Barry Callebaut and the farmers of COOPAGLY, and it illustrates our holistic approach in working with cocoa farming communities under the Cocoa Horizons framework," said Paul De Petter, Vice President Cocoa Africa at Barry Callebaut. "The project integrates agricultural training, which gives farmers the knowledge to increase crops yields and income, and it provides access to education, water and basic healthcare, which improves the livelihoods of farmers and their families."

Focus on Community

The Hershey Company has developed innovative sustainability programs in West Africa, including its mobile phone program CocoaLink, which will be launched in Côte d'Ivoire next month. These initiatives are part of Hershey's 21st Century Cocoa Sustainability Strategy, a comprehensive plan to improve the livelihoods of cocoa farmers and communities dependent on cocoa. Through better agricultural practices, West African farmers will realize greater crop yields that will increase family income.

Cocoa Horizons is Barry Callebaut's global initiative to ensure sustainable cocoa production by working with farmers to enhance yields and quality, training the next generation of cocoa farmers, and improving access to clean water and basic healthcare for cocoa framers and their families. Both companies believe the development of these programs is essential for both the livelihoods of the cocoa farming community and their families as well as business growth.

Barry Callebaut (www.barry-callebaut.com):

With annual sales of about CHF 4.8 billion (EUR 4.0 billion / USD 5.2 billion) in fiscal year 2011/12, Zurich-based Barry Callebaut is the world's leading manufacturer of high-quality cocoa and chocolate products – from sourcing and transforming cocoa beans to producing the finest chocolate, including chocolate fillings, decorations and compounds. Combined with the recently acquired cocoa ingredients business from Petra Foods, Barry Callebaut generates estimated annual sales of CHF 6 billion (EUR 4.9 billion / USD 6.4 billion), runs around 50 production facilities worldwide, sells its products in over 100 countries and employs a diverse and dedicated workforce of more than 8,000 people.

Barry Callebaut serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The two global brands catering to the specific needs of these customers are Callebaut® and Cacao Barry®.

About The Hershey Company

The Hershey Company (NYSE: HSY) is the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery. Headquartered in Hershey, Pa., The Hershey Company has operations throughout the world and approximately 14,000 employees.

With revenues of more than \$6.6 billion, Hershey offers confectionery products under more than 80 brand names, including such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Hershey's Bliss*, *Hershey's Special Dark*, *Kit Kat*, *Twizzlers*, *Jolly Rancher* and *Ice Breakers*. The company is focused on growing its presence in key international markets such as China, Mexico and Brazil while continuing to build its competitive advantage in the United States and Canada.

For more than 100 years, The Hershey Company has been a leader in making a positive difference in the communities where its employees live, work and do business. Corporate Social Responsibility is an integral part of the company's global business strategy, which includes goals and priorities focused on fair and ethical business dealings, environmental stewardship, fostering a desirable workplace for employees, and positively impacting society and local communities. Milton Hershey School, established in 1909 by the company's founder and funded by a trust administered by Hershey Trust Company, provides a quality education, housing, and medical care at no cost to children in social and financial need. Students of Milton Hershey School are direct beneficiaries of The Hershey Company's success.

Contact at Hershey

Media Contacts:

Jeff Beckman
717-534-8090

jbeckman@hersheys.com

Contacts at Barry Callebaut

Investor and financial analyst contact:

Evelyn Nassar
Head of Investor Relations
Barry Callebaut AG
Phone: +41 43 204 04 23
evelyn_nassar@barry-callebaut.com

Media Contact:

Jens Rupp
Head CSR Communications
Barry Callebaut AG
Phone: +41 43 204 03 76
jens_rupp@barry-callebaut.com

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