

Children's Food and Beverage Advertising Initiative:
The Hershey Company Pledge

Hershey Pledge

The Hershey Company is proud to be a participant in the Children's Food and Beverage Advertising Initiative. Hershey is also a supporter of the Children's Advertising Review Unit of the Council For Better Business Bureaus and of the Ad Council's Coalition for Healthy Children: Combating Childhood Obesity Campaign. As part of its ongoing commitment to healthy lifestyles, for thirty years Hershey has sponsored and solely funded *Hershey's Track and Field Games*, a program that introduces more than 400,000 children each year to the fun and rewards of physical fitness. The program is endorsed by the National Recreation and Parks Association and USA Track & Field. As its commitment to the Children's Food and Beverage Advertising Initiative, Hershey pledges:

1. The Hershey Company will not advertise on television, radio, or internet in the United States primarily directed to children under the age of 12 except for messages promoting healthy lifestyles. If Hershey were to decide to advertise health and wellness products to children under 12, Hershey would submit a revised pledge to the Initiative for review.
2. The Hershey Company will not advertise to children or youth in school settings, and will not license its brands for use on educational materials or materials intended for use primarily in elementary or secondary schools.
3. The Hershey Company will only license from third parties characters and personalities which are targeted to general audiences, adults or youth age 12 and older for use in connection with Hershey's products and consumer communications.
4. Hershey will not include games designed for children under the age of 12 on its consumer websites.
5. Hershey will not participate in paid product placement or actively seek unpaid product placement in media targeted to children under the age of 12.
6. Hershey is taking the following steps (other than with respect to messages promoting healthy lifestyles) to implement this pledge:
 - (a) Television: Hershey will not purchase advertising on programming traditionally considered children's programming or programming for which 30 percent or more of the annual audience on average is composed of children under 12.
 - (b) Radio: Hershey will not purchase advertising on programming for which 30 percent or more of the annual audience on average is composed of children under 12.

- (c) Print: Hershey will not purchase print advertising in print media for which 30 percent or more of the annual audience on average is composed of children under 12.
 - (d) Internet: For measured internet media, Hershey will not purchase advertising on websites for which 30 percent or more of the annual audience on average is composed of children under 12. For unmeasured internet, such as Hershey's own websites, Hershey will refrain from including subject matter, graphics, language and features that are targeted to children under 12. The Hershey Company does not consider the subject of candy per se to be a subject matter primarily directed to children under 12.
7. This pledge applies to all brands and products of The Hershey Company and its subsidiary companies. Some of Hershey's major brands include Hershey's®, Reeses®, Hershey's® Kisses®, Twizzlers®, Kit Kat®, Heath®, Ice Breakers®, Jolly Rancher®, York®, Mounds® and Almond Joy®.
 8. Hershey implemented this Pledge on January 1, 2007.

Hershey has submitted information about its media plan and website sufficient for the Director of the Initiative to confirm Hershey's compliance with this Pledge.

The Hershey Company is a Delaware Corporation with offices located in Hershey, Pennsylvania. Questions about the Hershey Pledge should be directed to:

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