

PURE

HERSHEY'S®

SURE PROFITS

**Get A FREE*
5-lb HERSHEY'S®
Milk Chocolate Bar!**

Create BIG excitement with "the world's largest HERSHEY'S Chocolate Bar" when you organize a HERSHEY'S Fund Raising program.

For every 32 HERSHEY'S Fund Raising Assortment Carriers purchased (8 cases), your organization receives one 5-lb HERSHEY'S Milk Chocolate Bar.

It's that easy!

Great for:

- Top Seller Award
- Secondary Fundraiser
- Celebration Program

See back for complete details.

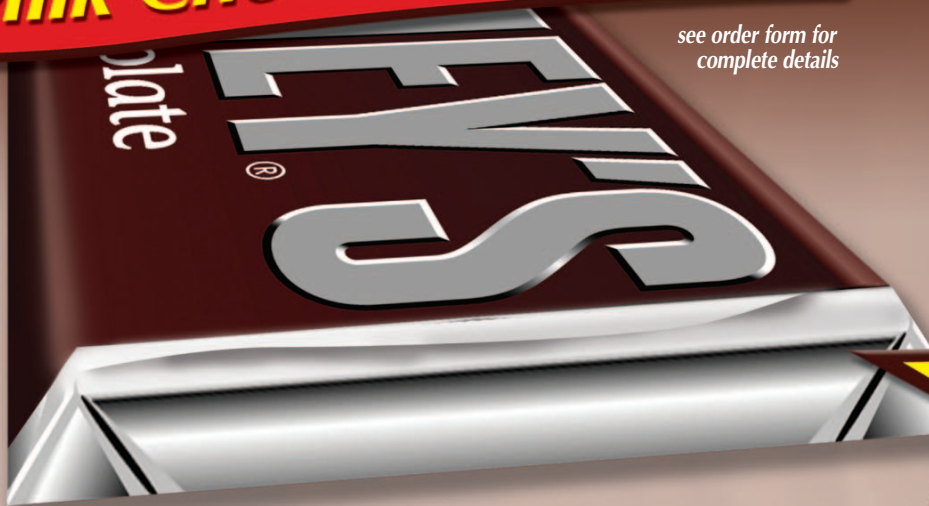


HERSHEY'S
Fund Raising

* With the purchase of 32 HERSHEY'S Fund Raising Carriers (8 cases)

FREE 5-lb HERSHEY'S[®] Milk Chocolate Bar!

see order form for complete details



\$35 VALUE

It's Easy to Sell HERSHEY'S[®] Candy and Generate Profits for Your Organization!

STEP 1: Go to www.hersheysfundraising.com and view the Products Page for choices that feature the top Hershey brands people love and the Seller Tips page for ideas on getting organized, establishing a goal, promoting your sale and selling safely.

STEP 2: Kick off your group's fund raising effort!

STEP 3: Tally your results, collect your money and get a paid invoice from your Hershey's distributor. Complete the order form below and attach a copy of your paid invoice before mailing.

STEP 4: Celebrate your success! Use your 5-lb bar(s) as a top seller award, as a secondary fundraiser to raise additional money for your group or as the centerpiece for your celebration event.

5-lb Bar Order Form for the ChocolateTown & Max Assortments

FREE 5-lb HERSHEY'S[®] Milk Chocolate Bar

To order, complete this form and mail to the address provided along with a copy of your paid fund raising invoice showing the total number of assortment carriers purchased.

Mail to: FREE 5-lb Bar, P. O. Box 8679
Woodcliff Lake, NJ 07677-8679

HERSHEY'S[®] ChocolateTown & Max Assortment Carriers Purchased: _____
must total 32 or more

Number of 5-lb HERSHEY'S[®] Milk Chocolate Bars Ordered
(1 for every 32 carriers purchased) _____

Adult Leader's Name _____

Organization's Name _____

School/League Name (if applicable) _____

Organization Address _____

Organization City/State/Zip _____

Preferred Phone _____

Must purchase a minimum of 32 HERSHEY'S[®] Assortment Carriers (8 cases) to qualify for one 5-lb HERSHEY'S[®] Milk Chocolate Bar. \$2 FUND RAISING Assortment Carriers do NOT qualify for this offer. Offer cannot be combined with any other offer. All orders must be postmarked by Dec. 31, 2010. Limit 50 5-lb bars per group or organization. This offer is not available to Fund Raising Distributors. Allow up to 8 weeks for delivery.

2009/2010

