



## **Hershey, eBay and HipCricket Team up in the World's Sweetest Interactive Promotion**

*Hershey's "Get It with WrapperCash" Promotion Launches Daily Online Auctions Powered by eBay*

**Kirkland, WA – May 12, 2006** – The Hershey Company is teaming up with online ecommerce provider eBay and wireless services provider HipCricket to launch Get It with WrapperCash, the world's sweetest interactive consumer promotion. WrapperCash is Hershey's first major continuity promotional effort. With more than one billion unique redemption codes, the online-driven rewards program offers millions of opportunities for consumers to accumulate points needed to bid on today's hottest items available in Hershey's online auction format, powered exclusively by eBay. WrapperCash codes will appear on specially marked wrappers from Hershey's most popular single serve candy bars, cookies and snack bars. Hershey invites consumers to use the code found printed inside each wrapper and turn them into online currency or "spend" them at the Hershey's online Redeem Now store. The first Get It with WrapperCash online auction launches on Hersheys.com on May 15.

Consumers can bid on new items daily in three levels ranging from t-shirts to televisions to big-ticket items, such as today's hottest cars and experiential items that money can't buy. Winners will be determined by the highest number of WrapperCash points bid on each particular item. Wrappers also can be used to secure Hershey merchandise in the online Redeem Now store for those who simply want to "collect and redeem" their wrappers. The daily WrapperCash online auctions will continue through Oct. 31, 2006.

To participate, consumers can bank wrapper points by opening their personal WrapperCash account located at Hersheys.com. WrapperCash codes can be logged into a consumer's account each day via the Internet or, for consumers on the go, codes can be text messaged into accounts from a cell phone.

Offering the text messaging option makes participating in Hershey's daily online auctions convenient and faster than ever for mobile phone users. WrapperCash wireless text messaging services will be provided by HipCricket, Inc.

"We are thrilled to partner with eBay for a promotion that puts our consumers in charge," said Ernie Savo, Director Consumer Promotions & Licensing, The Hershey Company. "This WrapperCash promotion taps into one of the top online activities today

- online auctions. Hershey's consumers can have fun bidding for items every day or redeeming points for prizes via a medium they love to use."

With millions of registered users in the United States, Hershey is tapping in to the power of eBay as the place to Get It with WrapperCash.

"By leveraging the power and excitement of eBay, Hershey is taking consumer loyalty programs to a whole new level," said Gary Briggs, Chief Marketing Officer, eBay North America. "With eBay, Hershey's WrapperCash makes it easy for consumers to bid on a whole range of exciting items."

To find out more about WrapperCash powered by eBay, log on to Hersheys.com.

### **HipCricket, Inc.**

HipCricket® is a leading provider of full-service wireless marketing solutions for media, entertainment, and brand marketers. HipCricket combines senior marketing expertise with state-of-the-art mobile and event marketing technologies to offer clients unprecedented interactivity with their consumers, viewers, listeners or customers on a one-to-one personal level. For more information, please visit us at [www.hipcricket.com](http://www.hipcricket.com) or call Wes Bray at 1-866-HIP-CRIK.

### **eBay**

Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community. eBay is The World's Online Marketplace®.

### **The Hershey Company**

The Hershey Company (NYSE: HSY) is a leading snack food company and the largest North American manufacturer of quality chocolate and non-chocolate confectionery solutions. With revenues of over \$4 billion and more than 13,000 employees worldwide, The Hershey Company markets such well-known brands as Hershey's, Reese's, Hershey's Kisses, Kit Kat, Almond Joy, Mounds, Jolly Rancher, Twizzlers, Ice Breakers, and Mauna Loa, as well as innovative new solutions such as Take 5 and Hershey's Cookies. In addition to its traditional confectionery solutions, Hershey offers a range of solutions specifically developed to address the nutritional interests of today's health-conscious consumer. These solutions include sugar-free Hershey's, Reese's and York candies, as well as Hershey's SmartZone bars for people seeking balanced nutrition. It also markets Hershey's cocoa, Hershey's syrup and other branded baking ingredients, toppings and beverages. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets premium chocolate offerings, including

Scharffen Berger, known for its high-cacao dark chocolate solutions, and Joseph Schmidt, recognized for its fine, handcrafted chocolate gifts. Visit us at <http://www.hersheys.com>.

**Contact:**

Doug Frain

fama PR

617-758-4176

[hipcricket@famapr.com](mailto:hipcricket@famapr.com)