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**Carvel® Ice Cream Introduces Hand-Dipped Flavors and Blended Beverages
Chockfull of Hershey's® Chocolate Candy Bars, Syrup and Cocoa**

*– Exclusive licensing agreement formed to satisfy customers' deep, dark chocolate cravings;
product line-up includes special heart-shaped Valentine's Day all-ice cream cake –*

Atlanta (Jan. 25, 2007) – If New Year's resolutions are made to be broken, then Carvel®, maker of America's freshest ice cream®, and The Hershey Company, the nation's largest quality chocolate product manufacturer, have plenty of ways to help.

Now through April 30th, participating Carvel retail locations nationwide and in Puerto Rico are tempting customers to indulge in a wide variety of hand-dipped flavors and Carvelanche® blended beverages featuring such Hershey favorites as *Krackel*, *Almond Joy* and *Special Dark* candy bars, as well as the company's signature *Hershey's* syrup and *Hershey's Special Dark* cocoa. As part of this limited-time offering, the companies have further tied the knot by creating a heart-shaped Valentine's Day all-ice cream cake.

"From a branding standpoint, Hershey's target audience is very similar to ours, so our partnership with them is a great fit," said Gary Bales, president of Carvel. "This is our first venture with Hershey, and we hope to continue satisfying customers' indulgent chocolate ice cream cravings with future Carvel-Hershey promotions."

"Even though the holidays are over, the love of the taste of chocolate and ice cream never go away," added Kenneth Darling, corporate chef for Hershey. "The delicious offerings we've created with Carvel combine their fresh, creamy taste with our famously rich chocolate for a wide variety of incredible 'wow' products."

Made for chocolate-loving sweet tooth of all ages, the new line-up includes:

Hand-Dipped Flavors

- **Crispy Chocolate Crunch** – Carvel chocolate ice cream blended with *Hershey's* syrup and *Hershey's Special Dark* cocoa, mixed with *Krackel* candy bars and Carvel's famous vanilla crunchies
- **Arctic Almond Surprise** – Carvel chocolate ice cream blended with *Hershey's* syrup and *Hershey's Special Dark* cocoa, mixed with *Almond Joy* candy bars, toasted coconut and roasted almonds
- **Midnight Madness** – Carvel chocolate ice cream blended with *Hershey's* syrup and *Hershey's Special Dark* cocoa, mixed with fudge

Carvelanche Blended Beverages

- **Crispy Chocolate Crunch Twist** – Carvel chocolate ice cream mixed with vanilla crunchies, *Hershey's Special Dark* cocoa and *Krackel* candy bars
- **Almond Coconut Vortex** – Carvel chocolate ice cream mixed with toasted coconut, roasted almonds, *Hershey's Special Dark* cocoa and *Almond Joy* candy bars
- **Toffee Fudge** – Carvel vanilla ice cream mixed with fudge, caramel syrup and *Heath* English Toffee bits

Heart-Shaped Valentine's Day All-Ice Cream Cake

- Perfect for customers to give their loved ones who adore chocolate, this special cake features Carvel chocolate ice cream blended with *Hershey's* syrup and *Hershey's Special Dark* cocoa, separated by a layer of fudge and Carvel's chocolate crunchies, and topped with whipped icing and *Hershey's* syrup.

- more -

Visit www.carvel.com for more information on the Carvel-Hershey promotion or to locate a retail store.

About Carvel®

The United States' first retail ice cream franchise, Carvel® has become one of the best-loved and most recognized names in its industry. The 72-year old company is the leading manufacturer of uniquely shaped ice cream cakes, including its signature Fudgie the Whale and Cookie Puss cakes, as well as a leading provider of premium soft serve and hand dipped ice cream products. Carvel currently operates more than 570 franchised and food service locations, and sells its famous ice cream cakes in over 8,500 supermarket outlets. The company is based in Atlanta, with its supermarket headquarters in Rocky Hill, Conn.

About FOCUS Brands Inc.™

FOCUS Brands Inc.™ is the franchisor and operator of over 1,750 ice cream stores, bakeries, sandwich shops, and cafes in the United States, the District of Columbia, Puerto Rico, and 34 foreign countries under the brand names Carvel®, Cinnabon®, Schlotzsky's®, and the franchisor of Seattle's Best Coffee® on military bases and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy."

About The Hershey Company

The Hershey Company (NYSE: HSY) is the largest North American manufacturer of quality chocolate and sugar confectionery products. With revenues of nearly \$5 billion and more than 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Special Dark*, *Hershey's Extra Dark* and *Cacao Reserve by Hershey's*. Hershey's *Ice Breakers* franchise delivers refreshment across a variety of mint and gum flavors and formats. In addition, Hershey leverages its iconic brands, marketplace scale and confectionery and nut expertise to develop and deliver substantial snacks, including *Hershey's* and *Reese's* single-serve cookies and brownies, and value-added snack nuts, including *Hershey's Milk Chocolate Covered Almonds* and *Hershey's Special Dark Chocolate Covered Almonds*. Hershey also offers a range of products to address the health and well-being needs of today's consumer. *Hershey's* and *Reese's Snacksters* offer consumers great-tasting snacks in portion-controlled servings, while Hershey's dark chocolate offerings provide the benefits of flavanol antioxidants. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, known for its high-cacao dark chocolate products, *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts, and *Dagoba*, known for its high-quality natural and organic chocolate bars. Visit us at www.hersheynewsroom.com.

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