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Canadian Children's Food and Beverage Advertising Initiative
Hershey Canada Inc.'s Commitment

A. Identifying Information

Participant: Hershey Canada Inc.
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Mississauga, Ontario
Canada L4W 0B1

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Hershey Canada is proud to be a participant in the Canadian Children's Food and Beverage Advertising Initiative. As part of its ongoing commitment to healthy lifestyles, Hershey Canada's parent company, The Hershey Company, for thirty years has sponsored and solely funded HERSHEY'S TRACK AND FIELD GAMES, a program that introduces more than 400,000 children in Canada and the United States to the fun and rewards of physical fitness. The Program is endorsed by Athletics Canada. Hershey's Global Marketing Principles can be viewed at www.thehersheycompany.com/making/global-marketing-principle.asp.

This Commitment applies to all products manufactured or distributed in Canada by Hershey Canada Inc. ("Hershey Canada"). Some of these brands include *Hershey's*®, *Reese*® *Peanut Butter Cups*®, *Oh Henry!*®, *Hershey's Kisses*™, *Twizzlers*®, *Chipits*® and *Ice Breakers*®.

B. Core Principles:

1. Hershey Canada will not engage in advertising directed primarily to children under the age of 12, whether on television, radio, print or internet, except for messages promoting healthy lifestyles. If Hershey Canada were to decide to advertise products which represent healthy dietary choices to children under 12 in the future, Hershey Canada would submit a revised Commitment to Advertising Standards Canada for review.
2. Hershey Canada is taking the following steps to implement this Commitment:
 - a) Television: Hershey Canada will not purchase advertising on programming traditionally considered children's programming or

programming which 30 percent or more of the annual audience on average is composed of children under 12.

- b) Radio: Hershey Canada 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 Canada 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 Canada 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 Canada's own websites, Hershey Canada will refrain from including subject matter, graphics, language and features that are targeted to, or specifically appeal primarily to children under 12. Hershey Canada does not consider the subject of candy per se to be subject matter primarily directed to children under 12.
3. As Hershey Canada does not create advertising directed primarily to children under the age of 12, it does not have a history of using any characters licensed from third parties in such advertising. Hershey Canada commits to licensing from third parties only characters which are primarily targeted to audiences over the age of 12 for use in connection with its advertising.
 4. Hershey Canada will not pay for or actively seek to place its products in program/editorial content of any medium primarily directed to children under the age of 12 for the purpose of promoting the sale of those products.
 5. Hershey Canada will not include any interactive games primarily directed to children under the age of 12 on its consumer websites.
 6. Hershey Canada will adhere to standards established by schools individually and by school boards overall with respect to its presence in any school in Canada. While its products may be available for sale at certain schools, Hershey Canada commits not to advertise its products in elementary schools. Any further involvement by Hershey at the elementary school level will be restricted to the availability of Hershey Canada's products to school fundraising programs, and Hershey's sponsorship of the Hershey's Track and Field Games.
 7. Hershey Canada implemented this Commitment August 1, 2007. Hershey Canada will submit to Advertising Standards Canada sufficient information about its media plan and website to allow it to confirm Hershey Canada's compliance with this Commitment.