



NEWS RELEASE

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NEW Bite-sized Chocolate Covered Pretzel Nibblers

HANOVER, PA – April 2, 2009 – Snyder's of Hanover® and HERSHEY'S® have a new product to add to their Pretzel Dips line-up – Bite-sized Pretzel Nibblers covered in HERSHEY'S Milk Chocolate. Anyone who loves the sweet and salty mix of chocolate and pretzels will savor these little pop'em-in-your-mouth, no mess, on-the-go treats.

“The new Bite-sized Nibbler Pretzel Dips® are made with our sourdough formulation and are about half the size of our traditional Nibbler,” comments Bob Gould, Marketing Manager for Snyder's of Hanover. “Plus, with only 130 calories and 3.5 grams of saturated fat per serving, they are a great “Better-for-You” snack option for chocolate lovers.”

Available in a 3.5 oz bag in the snack aisle at your local c-store, Snyder's new Pretzel Dips will be sold for a suggested retail price of \$1.99. Other Pretzel Dip varieties include HERSHEY'S Chocolate Covered Pretzels (available in Dark, Milk and White Fudge) and HERSHEY'S Chocolate Covered Peanut Butter Sandwiches.

Snyder's of Hanover is currently celebrating their 100-year anniversary of being America's Pretzel Bakery since 1909. Well-known for its innovative new products and its variety of pretzels, Snyder's of Hanover is the leading brand of choice for Americans who want healthy, “Better-for-You,” great tasting snacks. For more information go to www.snydersofhanover.com.

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