

Children’s Food and Beverage Advertising Initiative:
The Hershey Company Pledge

Hershey Pledge

The Hershey Company is proud to be a participant in the Children’s Food and Beverage Advertising Initiative (“CFBAI”). Hershey is also a supporter of the Children’s Advertising Review Unit of the Council of Better Business Bureaus. As its commitment to CFBAI, Hershey pledges:

1. The Hershey Company will not engage, in the United States, in advertising primarily directed to children under 12:
 - (a) in measured media (i.e., television, radio, print or Internet (third-party websites));
 - (b) on company-owned websites that are primarily directed to children under age 12;
 - (c) on video and computer games that are rated “Early Childhood” or “EC,” which are inherently primarily directed to children under age 12, and other games that are age-graded on the label or packaging as being primarily directed to children under age 12;
 - (d) on DVDs of movies that are rated “G” whose content is primarily directed to children under age 12, and other DVDs whose content is primarily directed to children under age 12;
 - (e) on cell phones, smart phones, tablets, or other personal digital devices; or
 - (f) through word of mouth.

For unmeasured electronic media, Hershey will refrain from participating in media that are primarily targeted to children under 12. Hershey will use a multifaceted analysis to determine whether media is child-directed, including factors such as an assessment of the target audience, where else a food is advertised, and the overall impression of the advertising or site’s content.

If Hershey were to decide to advertise products that meet the CFBAI nutrition criteria to children under 12, Hershey would submit a revised pledge to the Initiative for review.

2. The Hershey Company will not advertise its products to children in elementary schools (pre-K through 6th grade) and will not license its brands for use on educational materials or materials intended for use by children primarily in elementary schools. The foregoing commitment does not apply to displays of foods and beverages, including materials that identify the products that are being offered for sale, charitable fundraising activities, public service messaging, items provided to school administrators for their personal use, and charitable donations to schools.
3. The Hershey Company will not use third party licensed characters in advertising primarily directed to children under 12.

4. Hershey will not incorporate its foods or beverages into any interactive game that is primarily directed to children under age 12 which is provided free or at nominal charge (in any format).
5. Hershey commits to not paying for or actively seeking 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.
6. Hershey is taking the following steps (other than with respect to messages promoting healthy lifestyles) to implement this pledge in measured media:
 - (a) Television: Hershey will not purchase advertising on programming traditionally considered children's programming or programming for which 30 percent or more of the annual audience on average is composed of children under 12.
 - (b) Radio: Hershey 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 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 (third party websites): Hershey will not purchase advertising on third-party websites for which 30 percent or more of the annual audience on average is composed of children under 12.
7. This pledge applies to all brands and products of The Hershey Company and its U.S. subsidiary companies. Some of Hershey's major brands include HERSHEY'S, REESE'S, HERSHEY'S KISSES, TWIZZLERS, ICE BREAKERS, and JOLLY RANCHER.
8. Hershey initially implemented this pledge on January 1, 2007 and restated it in 2010 and 2018.

Hershey has submitted information about its media plan and website sufficient for the Director of the Initiative to confirm Hershey's compliance with this Pledge.

The Hershey Company is a Delaware Corporation with offices located in Hershey, Pennsylvania. Questions about the Hershey Pledge should be directed to:

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