

**Hershey Trust Company Activates 10b5-1 Trading Plan for Orderly Sale
of Select Common Stock of The Hershey Company**

Plan Advances Organized Diversification of Hershey School Trust Assets

Hershey Trust Company to Retain Voting Control of The Hershey Company

(May 1, 2019) – Hershey Trust Company today announced the activation of a 10b5-1 stock trading plan, allowing it to engage in the scheduled sale of designated portions of The Hershey Company (HSY) common stock, in accordance with Securities and Exchange Commission (SEC) rules and regulations.

The plan, which Hershey Trust Company entered into in November 2018, allows for the orderly sale of select common stock of The Hershey Company systematically triggered at specified price thresholds.

The common stock sale will not change The Hershey Trust Company’s majority voting control of The Hershey Company.

“The Hershey Trust Company entered into the 10b5-1 as part of an organized plan to diversify its assets for the continued benefit of the Milton Hershey School,” said Robert Heist, Chairman of the Boards of The Hershey Trust Company and Milton Hershey School. “It demonstrates the Boards’ ongoing confidence in the success of The Hershey Company, and our steadfast commitment to ensure the Milton Hershey School thrives in perpetuity.”

The Hershey Trust Company, as Trustee of the Milton Hershey School Trust, funds the Milton Hershey School under Milton and Catherine Hershey’s 1909 Deed of Trust. The Milton Hershey School was created by Milton and Catherine Hershey to offer hope and opportunity to deserving children across Pennsylvania and around the country.

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