

Hershey's Chocolate World Retail Experience is Unwrapped on Iconic Las Vegas Strip

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New Flagship Store at New York-New York Hotel & Casino Features 'All Things Hershey'

LAS VEGAS, June 3, 2014 /PRNewswire/ -- The Las Vegas Strip got a whole lot sweeter today as the Hershey's Chocolate World retail experience opened at New York-New York Hotel & Casino.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/7236351-hershey-s-chocolate-world-las-vegas-flagship-store-unwrapped>

The West Coast flagship store, which occupies two floors and boasts an eye-catching 74-foot high Hershey's Milk Chocolate Bar that visitors can walk through, provides guests with an experiential concept that immerses them in more than 800 candy and chocolate offerings, including iconic brands they love: Hershey's, Hershey's Kisses, Reese's, Ice Breakers, Jolly Ranchers, Twizzlers and more.

"Las Vegas is one of the country's top tourist destinations and the perfect place to bring one of America's most iconic

brands to life," said Mike Wege, SVP Chief Growth & Marketing Officer, The Hershey Company. "Visiting Hershey's Chocolate World, our guests will enjoy an interactive space where they can taste new treats, personalize sweet gifts and create keepsake photos. These experiences are sure to draw candy lovers from what is arguably the most exciting street in the world and inspire sweet Las Vegas memories."

The store, which covers 13,000-square-feet, brings two American icons to life, Hershey's Chocolate and the New York City skyline, through custom chocolate sculptures of the Statue of Liberty, made of almost 800 lbs. of pure Hershey's Milk Chocolate, and the Empire State Building, made of 1,800 Hershey's Milk Chocolate bars.

Cynthia Kiser-Murphey, President and COO of New York-New York Hotel & Casino, said, "This is an exciting day for us. We began conversations with Hershey years ago with a vision to deliver the city's sweetest attraction. We recognize that visitors to Las Vegas seek one-of-a-kind experiences and we believe the Hershey's Chocolate World experience will immediately become a must-see attraction on The Strip."

The development of the Hershey's Chocolate World experience is also a result of the efforts of Chocolate Experiences, Inc., which has partnered with The Hershey Company to expand Hershey's Chocolate World attractions in North America.

"We are pleased to officially open the doors to the Hershey's Chocolate World experience on the Las Vegas Strip," said Dino DiCienzo, President of Chocolate Experiences, Inc. "We feel that Las Vegas is an optimal destination to bring this experiential concept to life."

Hershey's Chocolate World invites guests to create their own Hershey's Happiness through a variety of interactive experiences. Visitors can customize candy wrappers, choose their favorite Hershey Kisses and Jolly Ranchers flavors, and select their favorite Reese's products, based on their personal preference for more chocolate or peanut butter.

In addition, Hershey's Chocolate World Las Vegas offers a variety of opportunities for guests to share their experience with friends and family via social media, including video of them starring in their own Reese's TV ad, just part of the immersive technology that makes the new store truly first of its kind.

For more information, please visit www.hersheyschocolateworldlasvegas.com or on Facebook at www.facebook.com/HersheysChocolateWorld. Fans can also share their Hershey's Chocolate World experiences via social media by including #chocolateworld.

About the Hershey Experience

The Hershey Experience is the direct-to-consumer and experiential marketing division of The Hershey Company

including Hershey's Chocolate World Attractions in Hershey, Pennsylvania; Times Square; Chicago; Niagara Falls, Canada; Shanghai, China; Dubai and Singapore. The Hershey Experience also includes Hershey's Licensed Food and Merchandise and Hershey's e-commerce initiatives. Hershey's Chocolate World Attraction in Hershey, Pennsylvania is the flagship experience for The Hershey Company and is the most visited corporate visitor experience in the world, featuring Hershey's Great American Chocolate Tour® ride, Hershey's Create Your Own Candy Bar attraction, Hershey's Chocolate Tasting Adventure™ attraction and the largest selection of Hershey's products found anywhere. HersheysStore.com is the online destination for unique chocolate products, gifts, apparel and collectibles. In addition, The Hershey Experience operates retail and e-commerce businesses for Hershey's premium brands including Scharffen Berger, Dagoba and Mauna Loa brands.

About The Hershey Company

The Hershey Company (NYSE: HSY), headquartered in Hershey, Pa., is a global confectionery leader known for bringing goodness to the world through its chocolate, sweets, mints and other great-tasting snacks. Hershey has approximately 13,000 employees around the world who work every day to deliver delicious, quality products. The company, which has more than 80 brands around the world that drive over \$7.1 billion in annual revenues, includes such iconic brand names as Hershey's, Reese's, Hershey's Kisses, Jolly Rancher and Ice Breakers. Hershey is focused on growing its presence in key international markets while continuing to build its competitive advantage in North America. Additionally, Hershey is poised to expand its portfolio into categories beyond confectionery, finding new ways to bring goodness to people everywhere.

At Hershey, goodness has always been about more than delicious products. For 120 years, Hershey has been committed to good business by operating fairly, ethically and sustainably to make a positive impact on society. This means contributing to a better life for its employees, consumers, communities, and, ultimately, creating a bright future for children in need. This commitment is exemplified by Milton Hershey School, established in 1909 by the company's founder and administered by Hershey Trust Company. The children who attend the school receive education, housing, and medical care — thriving as direct beneficiaries of The Hershey Company's success.

NEW YORK-NEW YORK

Inspired by the famous energy and landmarks of New York City, New York-New York Hotel & Casino features 12 New York-style skyscrapers showcasing 2,023 guest rooms and suites. Other featured Big Apple icons include a 150-foot-tall replica of the Statue of Liberty and a 300-foot-long newly redesigned replica of the Brooklyn Bridge. Within the resort, guests discover all the energy and excitement of the city that never sleeps, such as enticing entertainment including the provocative and sensuous Cirque du Soleil production, Zumanity; the thrilling Roller Coaster; and the fun-filled dueling pianos of Bar at Times Square. A dynamic new plaza experience features fun and unique retail destinations including a two-story flagship Hershey's Chocolate World, Swatch, Stupidiotic and I Heart New York-New York. Tantalizing restaurants include Gallagher's Steakhouse, Il Fornaio and Nine Fine Irishmen, an

authentic pub offering the best of Irish drink, food and music. Delivering fantastic flavors, fan-favorite restaurants Tom's Urban and Shake Shack will debut in December 2014. Additionally, New York-New York offers more than 24,000 square feet of meeting space and a rejuvenating spa and salon. New York-New York is a wholly owned subsidiary of MGM Resorts International (NYSE: MGM). For more information and reservations, visit newyorknewyork.com or call toll free at (866) 815-4365 or find us on [Facebook](#) and [Twitter](#).

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SOURCE Hershey's Chocolate World Las Vegas

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