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**INTEROP TECHNOLOGIES TO PROVIDE KARAOKE TONES™
SOLUTION TO THE HERSHEY COMPANY**

Patent-pending Technology Enables User-Generated Content on Wireless Devices

FORT MYERS, FL.—Mar. 27, 2007—Interop Technologies, the premier provider of leading-edge, mobile messaging solutions, and The Hershey Company (NYSE: HSY), a leading snack food company and the largest North American manufacturer of quality chocolate and non-chocolate confectionery products, have signed an agreement allowing the company to use the Interop Karaoke Tones™ solution. Under the agreement, Interop Technologies will be the exclusive solutions partner to Hershey in creating and delivering user-generated content for wireless users.

The patent-pending, Karaoke Tones™ solution will support Hershey promotional campaigns directed to the crucial youth demographic. This highly social and tech-savvy group values self expression and personalized wireless content. The end-to-end Karaoke Tones™ solution includes an extensive, fully licensed content library; a custom-branded Web user interface; and a state-of-the-art technology platform.

The Karaoke Tones™ solution enables Hershey customers to use their own handsets and voices to create ringtones or ringback tones. Beginning this summer, specially marked packages of Hershey products will contain the Karaoke Tones™ promotion. One in three packages will win a free download. Winners follow a simple Web recording process with lyrics, voice prompts, and music. The saved, personalized recording can be delivered to the content creator's mobile phone or handsets used by friends and family. The content also may be entered in a contest among all participants in the Hershey promotion. In addition, the recording can be socialized through online communities and email.

“We are extremely pleased to support Hershey, a leading global brand,” said John Dwyer, President and CEO of Interop Technologies. “Hershey has the vision to understand the extremely viral marketing effect that Karaoke Tones™ can provide. The platform has been designed to allow anyone to record from anywhere. From the user's viewpoint, recording Karaoke Tones™ is as simple as singing in the shower. We think consumers will have great fun surprising, delighting, and exasperating their friends and family with personalized content.”

“With its robust Karaoke Tones™ solution, Interop Technologies has nailed all the wireless technology requirements for wireless, user-generated content,” said analyst Andy Seybold of

Andrew Seybold, Inc. “With this innovative marketing tool, Hershey can capitalize on the red-hot trend toward self expression among today’s youth.”

About Interop Technologies

Interop Technologies (www.interoptechnologies.com) is a leading provider of advanced wireless technology solutions for the global wireless, packaged goods, and content industries. The company delivers hosted and turnkey messaging, device management, and personalization solutions. These technologies help increase revenue and brand loyalty for major companies and meet consumer demand for innovative services. A proven partner with in-depth wireless expertise, Interop Technologies currently has nearly 150 deployments with more than 40 wireless operators and major brands across North America, Latin America, and the Caribbean. Founded in 2002, Interop is headquartered in Fort Myers, FL.

About The Hershey Company

The Hershey Company (NYSE: HSY) is a leading snack food company and the largest North American manufacturer of quality chocolate and non-chocolate confectionery products. With revenues of over \$4 billion and more than 13,000 employees worldwide, The Hershey Company markets such well-known brands as Hershey's, Reese's, Hershey's Kisses, Kit Kat, Almond Joy, Mounds, Jolly Rancher, Twizzlers, Ice Breakers, and Mauna Loa, as well as innovative new products such as Take 5 and Hershey's Cookies. In addition to its traditional confectionery products, Hershey offers a range of products specifically developed to address the nutritional interests of today's health-conscious consumer. These products include sugar-free Hershey's, Reese's and York candies, and PayDay Pro. It also markets Hershey's cocoa, Hershey's syrup and other branded baking ingredients, toppings and beverages. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as Scharffen Berger, known for its high-cacao dark chocolate products, and Joseph Schmidt, recognized for its fine, handcrafted chocolate gifts. Visit us at <http://www.hersheynewsroom.com>.

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