

INFORMATION TO BE INCLUDED IN REPORT

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers;
Compensatory Arrangements of Certain Officers

On February 3, 2011, LeRoy S. Zimmerman notified the Chairman of our Board of Directors that he has decided not to stand for re-election as a director of the Company at the annual meeting of stockholders to be held on April 28, 2011.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Company has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: February 9, 2011

THE HERSHEY COMPANY

By: /s/ Burton H. Snyder
Burton H. Snyder
Senior Vice President, General Counsel &
Secretary
