

The Carrick Law Group P.C.
350 South Grand Avenue, Suite 2930
Los Angeles, California 90071

February 12, 2009

NOTICE OF VIOLATION OF THE SAFE DRINKING WATER AND
TOXIC ENFORCEMENT ACT OF 1986
(California Health and Safety Code § 25249.5 *et seq.*)

First Class Mail-Proof of Service Attached

Burton H. Snyder
Senior Vice President, General Counsel and Secretary
or Current President/CEO/General Counsel
THE HERSHEY COMPANY
100 Crystal A Drive
Hershey, PA 17033

**Re: Mercury in Consumer Food Products Containing High Fructose Corn
Syrup ("HFCS")**

Dear Sir or Madam:

Vicky Hamilton (the "Noticing Party") serves this Notice of Violation ("Notice") upon THE HERSHEY COMPANY ("HERSHEY" or "Noticed Company") pursuant to and in compliance with California Health and Safety Code ("H&S Code") § 25249.7(d) and Title 27 California Code of Regulations ("CCR") § 25903. This Notice satisfies a prerequisite for the Noticing Party to commence an action against HERSHEY to enforce the Safe Drinking Water and Toxic Enforcement Act of 1986 (California H&S Code § 25249.5 *et seq.* On information and belief, the violations addressed by this Notice occur in every county and city in California. This Notice is being served upon HERSHEY, the California Attorney General, the district attorney of every California county, and the city attorney of every California city with a population (according to the most recent decennial census) of over 750,000. If HERSHEY has a current registration with the California Secretary of State that identifies a Chief Executive Officer, President, or General Counsel, this Notice is being addressed to, and served upon, one of those persons.

Attached as Exhibit A to this Notice is a copy of "The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65): A Summary." The attached Summary was prepared by the California Environmental Protection Agency and provides general information about the Safe Drinking Water and Toxic Enforcement Act of 1986. Copies of the Summary are not required to be, and are not being, provided to the public enforcement agencies.

A description of the Noticing Party, the Alleged Violator, and the Alleged Violations Addressed by this Notice follows:

- ◆ This Notice is provided by Vicky Hamilton. Ms. Hamilton is an individual who resides in Los Angeles County in California. Ms. Hamilton is acting in the public interest pursuant to H&S Code § 25249.7(d), and is acting to protect the environment, improve human health and support environmentally sound practices.

A Professional Corporation
Telephone (213) 346-7930 / Fax (213) 346-7931
www.carricklawgroup.com

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- ◆ The Noticed Company's name and address is:

THE HERSHEY COMPANY
100 Crystal A Drive

Hershey, PA 17033

- ◆ The violations addressed by this Notice began on or after July 1, 1991, have occurred on numerous occasions each and every day since July 1, 1991, and are ongoing and continuing.
- ◆ This Notice of Violation covers the "warning provision" of Proposition 65, which is found at H&S Code § 25249.6.
- ◆ The names of each chemical that is listed pursuant to the Safe Drinking Water and Toxic Enforcement Act of 1986 involved in the violations addressed by this Notice are Mercury and Mercury compounds (listed as Proposition 65 reproductive toxins on July 1, 1990) (the "Listed Chemicals"). The Listed Chemicals are listed (and have been so listed for more than twelve months) by the Governor of the State of California as being a chemical known to the State of California to cause reproductive toxicity.
- ◆ The routes of exposure for the violations addressed by this Notice are dermal and/or ingestion during the normal and recommended use of the Product(s).
- ◆ The type of consumer products causing the exposures addressed by this Notice are consumer food products containing high fructose corn syrup ("HFCS")("Products") manufactured and/or distributed by the Noticed Company, including but not limited to the following illustrative Product(s):

Hershey's Chocolate Syrup.
- ◆ There are numerous sources of the exposures addressed in this Notice. On information and belief, these exposures occur in homes, the workplace, and everywhere else in California where these Products are used. These exposures occur principally off the property of the Noticed Company.
- ◆ In the course of doing business, HERSHEY knowingly and intentionally has exposed, and continues to expose, individuals to the Listed Chemicals in the Products. No clear and reasonable warning is or has been provided by HERSHEY to individuals regarding exposure to the Listed Chemicals or regarding the fact that the Listed Chemicals are known to the State of California to be reproductive toxins.
- ◆ These exposures are ongoing and continuing, with some continuing from July 1, 1991. The Noticing Party believes and so alleges that HERSHEY tolled any applicable statute of limitations by failing at any time in the past to disclose the presence of the Listed Chemical in their Product(s) to those individuals to whom the Noticing Party owed a warning when those individuals purchased the Product(s) in retail stores or over the Internet where the Noticed Company's Products are sold for consumer use in California. The labels on these Product(s) do not include any warning that would meet the definition of a warning, or otherwise comply with, Title 27 CCR §§ 25601 to 25603.3, inclusive.

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- ◆ The reproductive toxins contained in the ingredients of the Products, and subject to the warning requirements of H&S Code §25249.6 and more specifically at Title 27 CCR §§ 25601 to 25603.3., are listed below:
 1. Mercury and Mercury compounds
- ◆ The aforementioned reproductive toxins are on the Governor's list (Proposition 65 Chemical List) as published at Title 27 CCR § 27001. These reproductive toxins are known to the State of California to cause reproductive or development harm to humans requiring special warning labels and care in handling and use.
- ◆ The principal route of exposure is through a "consumer products exposure" via dermal and/or ingestion during the normal and recommended use of the Product(s). These exposures have gone on since July 1, 1991, and are ongoing and continuing at every place in California that the Products listed above are offered for sale and use. All references to "exposure" in this notice shall be understood to be exposures to the Products, including but not limited to the specific Products listed above and the ingredients of those Products. The sale of these Products constitutes a transfer of a known reproductive toxin via the normal and recommended use of the Products by the purchaser or others, and will cause user exposure to the Listed Chemicals without a clear and reasonable warning to the consumer user.
- ◆ The location of these alleged exposures are many and varied, and on information and belief occur within the 58 counties of the state of California, as evidenced by the District Attorneys addressed in the enclosed distribution list. The Noticing Party believes and so alleges that at least one of HERSHEY's Product(s) were sold within each county by HERSHEY's wholesale or retail distributor in a retail store or over the Internet, and that sale caused the utilization of the Product(s) and consumption and subsequent exposure. This purchase and consumption caused exposures in that jurisdiction to the Listed Chemical in the Product(s) as identified herein, and those exposures by HERSHEY were allowed to take place without the prerequisite warnings as delineated by the applicable statutes specified in this notice.

Please direct any inquiries regarding this notice or any communication for the noticing party, Vicky Hamilton to:

Roger Lane Carrick, Esq.
The Carrick Law Group, P.C.
350 S. Grand Avenue, Suite 2930
Los Angeles, CA 90071
Tel.: (213) 346-7930
Fax: (213) 346-7931
E-mail: roger@carricklawgroup.com

EXHIBIT A
OFFICE OF ENVIRONMENTAL HEALTH HAZARD ASSESSMENT
CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY

THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACTION 1986
(PROPOSITION 65): A SUMMARY

The following summary has been prepared by the Office of Environmental Health Hazard Assessment, the lead agency for the implementation of the Safe Drinking Water and Toxic Enforcement Act of 1986 (commonly known as "Proposition 65"). A copy of this summary must be included as an attachment to any notice of violation served upon an alleged violator of the Act. The summary provides basic information about the provisions of the law, and is intended to serve only as a convenient source of general information. It is not intended to provide authoritative guidance on the meaning or application of the law. The reader is directed to the statute and its implementing regulations (see citations below) for further information.

Proposition 65 appears in California law as Health and Safety Code Sections 25249.5 through 25249.13. Regulations that provide more specific guidance on compliance, and that specify procedures to be followed by the State in carrying out certain aspects of the law, are found in Title 27 of the California Code of Regulations, Sections 25102 through 27001.

WHAT DOES PROPOSITION 65 REQUIRE?

The "Governor's List." Proposition 65 requires the Governor to publish a list of chemicals that are known to the State of California to cause cancer, or birth defects or other reproductive harm. This list must be updated at least once a year. Over 550 chemicals have been listed as of May 1, 1996. Only those chemicals that are on the list are regulated under this law. Businesses that produce, use, release, or otherwise engage in activities involving those chemicals must comply with the following:

Clear and reasonable warnings. A business is required to warn a person before "knowingly and intentionally" exposing that person to a listed chemical. The warning given must be "clear and reasonable." This means that the warning must: (1) clearly make known that the chemical involved is known to cause cancer, or birth defects or other reproductive harm; and (2) be given in such a way that it will effectively reach the person before he or she is exposed. Exposures are exempt from the warning requirement if they occur less than twelve months after the date of listing of the chemical.

Prohibition from discharges into drinking water. A business must not knowingly discharge or release a listed chemical into water or onto land where it passes or probably will pass into a source of drinking water. Discharges are exempt from this requirement if they occur less than twenty months after the date of listing of the chemical.

DOES PROPOSITION 65 PROVIDE ANY EXEMPTIONS?

Yes. The law exempts:

Governmental agencies and public water utilities. All agencies of the federal, State or local government, as well as entities operating public water systems, are exempt.

Businesses with nine or fewer employees. Neither the warning requirement nor the discharge prohibition applies to a business that employs a total of nine or fewer employees.

Exposures that pose no significant risk of cancer. For chemicals that are listed as known to the State to cause cancer (“carcinogens”), a warning is not required if the business can demonstrate that the exposure occurs at a level that poses “no significant risk.” This means that the exposure is calculated to result in not more than one excess case of cancer in 100,000 individuals exposed over a 70-year lifetime. The Proposition 65 regulations identify specific “no significant risk” levels for more than 250 listed carcinogens.

Exposures that will produce no observable reproductive effect at 1,000 times the level in question. For chemicals known to the State to cause birth defects or other reproductive harm (“reproductive toxicants”), a warning is not required if the business can demonstrate that the exposure will produce no observable effect, even at 1,000 times the level in question. In other words, the level of exposure must be below the “no observable effect level (NOEL),” “divided by a 1,000-fold safety or uncertainty factor. The “no observable effect level” is the highest dose level that has not been associated with an observable adverse reproductive or developmental effect.

Discharge that do not result in a “significant amount” of the listed chemical entering into any source of drinking water. The prohibition from discharges into drinking water does not apply if the discharger is able to demonstrate that a “significant amount” of the list chemical has not, does not, or will not enter any drinking water source, and that the discharge complies with all other applicable laws, regulations, permits, requirements, or orders. A “significant amount” means any detectable amount, except an amount that would meet the “no significant risk” or “no observable effect” tests if an individual were exposed to such an amount in drinking water.

HOW IS PROPOSITION 65 ENFORCED?

Enforcement is carried out through civil lawsuits. These lawsuits may be brought by the Attorney General, any district attorney, or certain city attorneys (those in cities with a population exceeding 750,000). Lawsuits may also be brought by private parties acting in the public interest, but only after providing notice of the alleged violation to the Attorney General, the appropriate district attorney and city attorney, and the business accused of the violation. The notice must provide adequate information to allow the recipient to assess the nature of the alleged violation. A notice must comply with the information and procedural requirements specified in regulations (Title 27, California Code of Regulations, section 25903). A private party may not pursue an enforcement action directly under Proposition 65 if one of the governmental officials noted above initiates an action within sixty days of the notice.

A business found to be in violation of Proposition 65 is subject to civil penalties of up to \$2,500 per day for each violation. In addition, the business may be ordered by a court of law to stop committing the violation.

FOR FURTHER INFORMATION

Contact the Office of Environmental Health Hazard Assessment’s Proposition 65 Implementation Office at (916) 445-6900.

CERTIFICATE OF MERIT
HEALTH AND SAFETY CODE SECTION 25249.7(d)

I, Roger Lane Carrick, on behalf of Vicky Hamilton hereby declare:

1. This Certificate of Merit accompanies the attached sixty-day notice(s) in which it is alleged that the party identified in the notice have violated California Health and Safety Code section 25249.6 by failing to provide clear and reasonable warnings.

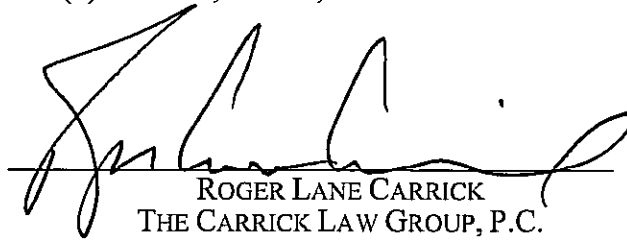
2. I am the attorney for the noticing party.

3. I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies, or other data regarding the exposure to the listed chemical(s) that is the subject of this action.

4. Based upon the information obtained through those consultations, and all other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for private action" means that the information provides a credible basis that all the elements of the plaintiffs' case can be established and the information did not prove that the alleged violator will be able to establish any of the affirmative defenses set forth in the statute.

5. The copy of this Certificate of Merit served on the Attorney General attaches to it factual information sufficient to establish the basis for this certificate, including the information identified in Health and Safety Code section 24249.7(h)(2), *i.e.*, (1) the identity of the person consulted with and relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons.

Date: February 12, 2009



ROGER LANE CARRICK
THE CARRICK LAW GROUP, P.C.
ATTORNEYS FOR VICKY HAMILTON

CERTIFICATE OF SERVICE

I am over the age of 18 and not a party to this case. I am a resident of or employed in the county where the mailing occurred. My business address is 350 S. Grand Avenue, Suite 2930, Los Angeles, CA 90071-3406.

On February 12, 2009, I served copies of the documents listed immediately hereafter by first class mail by placing same in sealed envelopes, fully preparing postage thereon, and depositing said envelopes in the U.S. Mail at Los Angeles, California. Said envelopes were addressed as follows:

ENTITY / VIOLATOR

Burton H. Snyder
Senior Vice President, General Counsel and
Secretary
or Current President/CEO/Gen. Counsel
THE HERSHEY COMPANY
100 Crystal A Drive
Hershey, PA 17033


REGISTERED AGENT (if any)

CT Corporation System
818 W. Seventh Street, Second Floor
Los Angeles, CA 90017

Documents mailed:

1. **NOTICE OF VIOLATION OF THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (California Health and Safety Code § 25249.5 et seq.)**
2. **EXHIBIT A - THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY (Government Entities excluded)**
3. **CERTIFICATE OF MERIT – (attachments only sent to California Attorney General's Office)**

I declare under penalty of perjury under the laws of the state of California that the foregoing is true and correct, and that this declaration was executed on February 12, 2009, at Los Angeles, California.



Kimberly A.K. Burgo

DISTRIBUTION LIST – GOVERNMENT ENTITIES
VIA FIRST CLASS U.S. MAIL – Documents on CD-Rom Mailed:
(1) 60-Day Notice of Violation; (2) Certificate of Merit (w/atts. AG’s office only);
and (3) Certificate of Service

	<p>CALIFORNIA ATTORNEY GENERAL CA Department of Justice PROP. 65 ENFORCEMENT REPORTING Attn: Prop 65 Coordinator 1515 Clay Street, Suite 2000 Post Office Box 70550 Oakland, CA 94612-0550</p> <p><i>Hard Copies as well as CD-Rom</i></p>	
<p>Los Angeles City Attorney’s Office 800 City Hall East 200 North Main Street Los Angeles, CA 90012</p>	<p>San Diego City Attorney’s Office Civic Center Plaza 1200 Third Avenue, Suite 1620 San Diego, CA 92101</p>	<p>San Francisco City Attorney’s Office City Hall, Room 234 San Francisco, CA 94102</p>
<p>San Jose City Attorney’s Office 200 East Santa Clara Street, 16th Floor San Jose, CA 95113-1905</p>	<p>Office of the District Attorney of Alameda County 1225 Fallon Street, Room 900 Oakland, CA 94612</p>	<p>Office of the District Attorney of Alpine County P.O. Box 248 Markleeville, CA 96120</p>
<p>Office of the District Attorney of Amador County 708 Court Street, Room 202 Jackson, CA 95642</p>	<p>Office of the District Attorney of Butte County Administration Building 25 County Center Drive Oroville, CA 95965</p>	<p>Office of the District Attorney of Calaveras County County Government Center 891 Mountain Ranch Road San Andreas, CA 95249</p>
<p>Office of the District Attorney of Colusa County 547 Market Street, Suite 102 Colusa, CA 95932</p>	<p>Office of the District Attorney of Contra Costa County PO Box 670 Martinez, CA 94553</p>	<p>Office of the District Attorney of Del Norte County County Courthouse 450 H Street, Suite 171 Crescent City, CA 95531</p>
<p>Office of the District Attorney of El Dorado County 515 Main Street Placerville, CA 95667</p>	<p>Office of the District Attorney of Fresno County 2220 Tulare Street, Suite 1000 Fresno, CA 93721</p>	<p>Office of the District Attorney of Glenn County P.O. Box 430 Willows, CA 95988</p>
<p>Office of the District Attorney of Humboldt County 825 Fifth Street Eureka, CA 95501</p>	<p>Office of the District Attorney of Imperial County County Courthouse, Room 202 939 West Main Street El Centro, CA 92243</p>	<p>Office of the District Attorney of Inyo County 168 North Edwards Street P.O. Drawer D Independence, CA 93526</p>
<p>Office of the District Attorney of Kern County 1215 Truxtun Avenue, 4th Floor Bakersfield, CA 93301</p>	<p>Office of the District Attorney of Kings County Government Center 1400 West Lacey Boulevard Hanford, CA 93230</p>	<p>Office of the District Attorney of Lake County 255 North Forbes Street, Suite 424 Lakeport, CA 95453</p>

Office of the District Attorney of Lassen County County Courthouse 220 South Lassen Street, Suite 8 Susanville, CA 96130	Office of the District Attorney of Los Angeles County 18000 Criminal Courts Building 210 West Temple Street Los Angeles, CA 90012	Office of the District Attorney of Madera County 209 West Yosemite Avenue Madera, CA 93637
Office of the District Attorney of Marin County 3501 Civic Center Drive, Room 130 San Rafael, CA 94903 <i>Hard Copies Only</i>	Office of the District Attorney of Mariposa County 5089 Bullion Street P.O. Box 730 Mariposa, CA 95338	Office of the District Attorney of Mendocino County County Courthouse P.O. Box 1000 Ukiah, CA 95482
Office of the District Attorney of Merced County 2222 "M" Street Merced, CA 95340	Office of the District Attorney of Modoc County County Courthouse 204 South Court Street, Room 202 Alturas, CA 96101	Office of the District Attorney of Mono County County Courthouse P.O. Box 617 Bridgeport, CA 93517
Office of the District Attorney of Monterey County 240 Church Street, Room 101 Salinas, CA 93902	Office of the District Attorney of Napa County 931 Parkway Mall Napa, CA 94559	Office of the District Attorney of Nevada County Courthouse Annex 201 Church Street, Suite 8 Nevada City, CA 95959-2504
Office of the District Attorney of Orange County 401 Civic Center Drive West Santa Ana, CA 92701	Office of the District Attorney of Placer County 11562 "B" Avenue, DeWitt Center Auburn, CA 95603	Office of the District Attorney of Plumas County 520 Main Street, Room 404 P.O. Box 10716 Quincy, CA 95971
Office of the District Attorney of Riverside County 4075 Main Street, 1st Floor Riverside, CA 92501	Office of the District Attorney of Sacramento County 901 "G" Street P.O. Box 749 Sacramento, CA 95814	Office of the District Attorney of San Benito County 419 4th Street, 2 nd Floor Hollister, CA 95023-3801
Office of the District Attorney of San Bernardino County 316 North Mountain View Avenue San Bernardino, CA 92415-0004	Office of the District Attorney of San Diego County 330 West Broadway, Suite 1320 San Diego, CA 92101	Office of the District Attorney of San Francisco County Hall of Justice 880 Bryant Street, Room 325 San Francisco, CA 94103
Office of the District Attorney of San Joaquin County 222 East Weber, Room 202 P.O. Box 990 Stockton, CA 95201	Office of the District Attorney of San Luis Obispo County 1050 Monterey Street, Room 450 San Luis Obispo, CA 93408	Office of the District Attorney of San Mateo County 400 County Center, 3rd Floor Redwood City, CA 94063
Office of the District Attorney of Santa Barbara County 1105 Santa Barbara Street Santa Barbara, CA 93101	Office of the District Attorney of Santa Clara County 70 West Hedding Street, West Wing San Jose, CA 95110	Office of the District Attorney of Santa Cruz County 701 Ocean Street, Suite 200 Santa Cruz, CA 95060
Office of the District Attorney of Shasta County 1525 Court Street, Third Floor P.O. Box 1320 Redding, CA 96001-1632	Office of the District Attorney of Sierra County County Courthouse P.O. Box 457 Downieville, CA 95936	Office of the District Attorney of Siskiyou County P.O. Box 986 Yreka, CA 96097

<p>Office of the District Attorney of Solano County 600 Union Avenue Fairfield, CA 94533</p> <p><i>Hard Copies Only</i></p>	<p>Office of the District Attorney of Sonoma County Hall of Justice 600 Administration Drive, Room 212-J Santa Rosa, CA 95403</p>	<p>Office of the District Attorney of Stanislaus County 800 11th Street, Room 200 P.O. Box 442 Modesto, CA 95354</p>
<p>Office of the District Attorney of Sutter County Courthouse Annex Box 1555 446 Second Street Yuba City, CA 95991</p>	<p>Office of the District Attorney of Tehama County County Courthouse P.O. Box 519 Red Bluff, CA 96080-0519</p>	<p>Office of the District Attorney of Trinity County P.O. Box 310 11 Court Street Weaverville, CA 96093</p>
<p>Office of the District Attorney of Tulare County County Civic Center 221 S. Mooney Boulevard, Room 224 Visalia, CA 93291</p>	<p>Office of the District Attorney of Tuolumne County 423 North Washington Street Sonora, CA 95370</p>	<p>Office of the District Attorney of Ventura County 800 South Victoria Avenue, Rm. 314 Ventura, CA 93009</p>
<p>Office of the District Attorney of Yolo County 301 Second Street Woodland, CA 95695</p>	<p>Office of the District Attorney of Yuba County County Courthouse 215 Fifth Street Marysville, CA 95901</p>	