## Edgar Filing: BILBREY JOHN P - Form 4

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BILBREY J	OHN P										
Form 4											
June 15, 201	2										
FORM	4					~~~ .			OMB AF	PPROVAL	
	STATES SI	SECURITIES AND EXCHANGE COMMISSI Washington, D.C. 20549					COMMISSION	OMB Number:	3235-0287		
Check th if no lon	ger									January 31, 2005	
subject to		STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF							Estimated average		
Section		SECURITIES							burden hou	rs per	
Form 4 c Form 5		Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,							response	0.5	
obligatio							•	e Act of 1934, 1935 or Sectior	•		
may con	unue.	30(h) of		•	•	· ·			1		
<i>See</i> Instr 1(b).	uction	50(11) 01	the mye	-sument ·	compan	y 110	. 01 174	0			
-(-)-											
(Print or Type	Responses)										
1 Nama and /	Adda	D *						5 Deletienskin of	Danastina Dam		
				lame <b>and</b>	Ticker or	Tradu	ng	5. Relationship of Reporting Person(s) to Issuer			
J J			ymbol IERSHEY CO [HSY]								
(It)	(Einst)						(Check	neck all applicable)			
				e of Earliest Transaction h/Day/Year)				_X_ Director10% Owner			
			6/13/2012					X Officer (give title Other (specify			
								below) Presi	below) dent and CEO		
	(Street)	1	If Amend	lment Dat	e Origina	1				or (Check	
			If Amendment, Date Original ed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line)			
				, , , , , , , , , , , , , , , , , , ,				_X_ Form filed by O			
HERSHEY, PA 17033								Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Tabla I	I - Non-D	orivotivo	Socur	ities Aca	uired, Disposed of	or Bonoficial	ly Ownod	
1.Title of	2 Transaction Data	24 Deemed		3.						-	
Security	2. Transaction Date (Month/Day/Year)	Execution Da		o. Fransactio	4. Securi n(A) or Di		-	5. Amount of Securities	6. Ownership Form: Direct		
(Instr. 3)	· · · ·	any	C	Code	(Instr. 3,			Beneficially	(D) or	Beneficial	
		(Month/Day/	/Year) (	Instr. 8)				Owned Following	Indirect (I) (Instr. 4)	Ownership (Instr. 4)	
								Reported	(111501. 4)	(1130. 4)	
						(A) or		Transaction(s)			
			C	Code V	Amount	(D)	Price	(Instr. 3 and 4)			
Common	06/13/2012		5	<b>S</b> (1)	2,205	D	\$	81,134	D		
Stock					,		68.34	,			
Common								305.583	Ι	401(k)	
Stock								505.505	1	Plan	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Date	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
BILBREY JOHN P 100 CRYSTAL A DRIVE HERSHEY, PA 17033	Х		President and CEO				
Signatures							

John P. Bilbrey	06/15/2012
<u>**</u> Signature of Reporting Person	Date

## **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The exercise and sale reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 18, 2012.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.