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PRESS RELEASE

THOUGHTFUL MEDIA GROUP LANDS A LUCRATIVE \$30 MILLION DOLLAR DEAL WITH HERSHEY'S CHOCOLATE

Hershey's Chocolate seeks to increase its chocolate sales by 25%

Los Angeles, CA- Thoughtful Media Group proudly announces today that it secured a whopping \$30 million dollar deal with Hershey's, one of the most well-known chocolate companies in America. Hershey decided to create an alliance with Thoughtful Media due to their recent decrease in sales due to the rise in sales of Ghirardelli's chocolates compared to their chocolates last month. Sales for Hershey declined by 15%. With the help of Thoughtful Media Group's effective marketing campaign along with an amazing marketing team, Hershey is looking to regain their profits.

Thoughtful Media Group CEO Jak Severson said "Our alliance with Hershey's chocolates is a monumental moment for the both of us because Hershey has been in business for 100 years bringing chocolate kisses and opportunity for everyone to eat their product all over the world. Thoughtful Media Group is willing to help Hershey to be a major force in the chocolate industry. I am excited about this partnership."

In order to kickstart Hershey's campaign, Thoughtful Media Group planned and executed the following objectives:

- ◆ Vigorously promoting a brand new Hershey's chocolate product with a yummy white yogurt flavor on local TV stations to generate increased customer awareness.
- ◆ Creating a huge buzz for Hershey's chocolates by holding a special one day event for people to attend, and sample the chocolates for free while getting to know the Hershey chocolate makers and the Thoughtful Media Group staff, who will be in attendance.

About Thoughtful Media Group, Inc: Thoughtful Media Group is a multi-channel digital media company that produces content in Sherman Oaks, CA and Shanghai, China. It offers lead generation solutions and audience targeting. It also provides branding and integration. The company was formed in 2010.

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