



Hess Toy Truck Celebrates a 45 Year Holiday Tradition

October 30, 2009

2009 Hess Race Car and Racer Kicks Fun and Innovation into High Gear

NEW YORK (October 30, 2009) – Hess Corporation today celebrates the 45th anniversary of what has become a family holiday tradition for generations with the newest addition to its renowned collection of holiday toy trucks: **The 2009 Hess Race Car and Racer.**

Not since 1993 has the Hess Toy Truck featured a car, when the Patrol Car was first introduced and went on to become the fastest selling Hess Toy Truck ever. The race is on to get this year's Hess Toy Truck. The 2009 Hess Race Car and Racer goes on sale Friday, November 13 at participating Hess and Hess Express retail stores, retailing for \$24.99 plus tax – Energizer® batteries included.

For the first time in Hess Toy Truck history, a race car takes the spotlight as the main featured vehicle. The 2009 Race Car and Racer reinforces a long tradition of quality, value and craftsmanship. It features a touch-release canopy compartment that opens to reveal a hidden compartment with surprise cargo – a smaller, faster race car powered by a pull-back racing motor and its own set of working lights. The toy set's full lineup of fun features includes:

Race Car

- 29 lights with an optional flashing mode
- 3 realistic sound features (ignition, acceleration and horn)
- Alloy-look racing wheels
- Chrome detailed rear view mirrors and air vents
- Low profile headlights (a first for a Hess Toy Truck)
- Rear spoiler
- Canopy compartment with a spring-release hood that opens with a touch
- 2 Energizer 'C' batteries

Small Racer:

- 15 lights
- Pull-back racing motor
- Alloy-look racing wheels
- Chrome detailed rear view mirrors and vents
- Low profile headlights
- Rear spoiler
- 1 Energizer 'AA' battery

The Hess Toy Truck has been a holiday tradition since 1964, and is one of the longest running toy brands on the market. As in past years, the truck will be sold exclusively at Hess retail stores in 16 East Coast states while supplies last. For a complete list of Hess Toy Trucks through the years or to find the nearest Hess location, please visit: www.hesstoytruck.com.

Hess Corporation, with headquarters in New York, is a global integrated energy company engaged in the exploration, development, production, purchase, transportation and sale of crude oil and natural gas. The corporation also manufactures, purchases, trades and markets refined petroleum and other energy products.

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Media inquiries only, contact:

Amy Jaick
Goodman Media International
(212) 576-2700 x 229

Customer inquiries, call:

1-800-437-7645
or send an e-mail to:
retailwebmaster@hess.com