



2011 Hess Toy Truck Launches November 11

October 27, 2011

NEW YORK, Oct. 27, 2011 /PRNewswire/ -- Hess Corporation today announced the latest addition to its highly anticipated line of toy trucks that promises to have fans racing to Hess locations this holiday season: **The 2011 Hess Toy Truck and Race Car**. For the first time in the collection's 47-year history, the two vehicles in the set are both packed with sounds and lights for twice the fun.

With design elements that emphasize quality and encourage imaginative play, the 2011 Hess Toy Truck and Race Car is set to speed to the top of gift lists. This year's Hess Toy Truck and Race Car goes on sale November 11, 2011 at participating Hess and Hess Express retail stores for \$26.99 plus tax – Energizer® batteries included.

Following a long tradition of craftsmanship and innovation, this year's truck has four-wheel spring suspension and a pull-out ramp that automatically activates a hydraulic sound. The truck cab features three more sound effects and flashing lights. The truck's flatbed trailer carries a race car modeled after an American stock car that sports a pull-back racing motor and Hess Express logo. A push of the race car's gas cap activates flashing lights and the sound of the car's engine. The toy set's full lineup of fun features includes:

Truck:

- Pull-out ramp with automatic hydraulic sound
- 3 additional sound effects activated by cab buttons (ignition, horn and back-up alert sounds)
- 34 lights with all-on and flashing modes
- Flashing light mode activated by cab button, chassis switch and ramp
- Four-wheel spring suspension
- Chrome-look detailing
- 2 Energizer® 'C' batteries

Race Car:

- Engine sound effect activated by gas cap button
- 10 lights (all-on and flashing modes)
- Flashing light mode activated by gas cap button
- Pull-back racing motor
- Chrome-look detailing
- 2 Energizer® 'AA' batteries

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 from Massachusetts to Florida, while supplies last. For a complete list of Hess Toy Trucks through the years or to find the nearest Hess location, please visit: <http://www.hesstoytruck.com/>.

Hess Corporation, with headquarters in New York, is a global integrated energy company engaged in the exploration, production, purchase, transportation and sale of crude oil and natural gas, as well as the production and sale of refined petroleum, natural gas and electricity products.

Find us on Facebook at: <http://www.facebook.com/hesstoytruck>.

SOURCE: Hess Corporation