



Hess Toy Truck Fans Use Social Media to Reveal 2012 Model Early

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Helicopter and Rescue Goes on Sale Nov. 9

NEW YORK (Oct. 29, 2012) – Hess Toy Truck fans worked together to reveal the newest addition to the celebrated line of toy trucks ahead of its scheduled Nov. 1 launch: **The 2012 Hess Toy Truck is a Helicopter and Rescue**. Last week, fans began to uncover hints and image pieces of the new Toy Truck model through 30,000 linked social actions such as posting a Hess Toy Truck collectors badge on Facebook, tweeting #hesstruck2012 and checking in at Hess Express locations.

Lighting up the sky this year, the 2012 Hess Helicopter and Rescue takes flight Friday, Nov. 9 at participating Hess and Hess Express retail stores and, for the first time ever, will be sold online at <http://www.hesstoytruck.com/>, retailing for \$26.99 plus tax (plus shipping for online orders) – Energizer® batteries included. Preordering is available online starting Nov. 1.

The 2012 Hess Helicopter and Rescue reinforces a long tradition of quality, craftsmanship and imaginative play. Loaded with chrome detailing, the white and green battery-powered helicopter features motorized rotors, sounds and lights and retractable landing gear. Tucked inside its rear cargo hatch is a rescue vehicle with retractable lights and a pull-back motor.

The toy set's full lineup of fun features includes:

Helicopter

- Motorized Main and Tail Rotors
- 3 authentic sounds: Ignition, Takeoff, and Fly By
- Real working lights including running lights that work in flash or steady mode, and a set of high powered pivoting searchlights
- Push-button activated cargo bay door release
- Retractable landing gear

Rescue

- Friction Motor
- Working head, tail, and accent lights
- Retractable emergency lights
- Chrome detailing

The Hess Toy Truck has been a holiday tradition since 1964, and is one of the longest running toy brands on the market. For a complete list of Hess Toy Trucks through the years and to find your nearest Hess locations or order online, please visit: <http://www.hesstoytruck.com/>. For the first time this year, fans can also create their own digital display case of their collection at <http://collection.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.

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

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