Technical Perspectives on Analyst's Rating Changes

HSY case study 02-24-2008

HSY – The TPARC report for April 12, 2006 indicated that HSY was trending down and that it was performing poorly. The downtrend continued and the stock has consistently remained below the 45-degree Bearish resistance line ever since the TPARC report was sent out. The stock has performed poorly and it has lost about a third of its value during the past two years.

W. Clay Allen CFA



