



The EU Pledge Cereal Partners Worldwide Commitment

Introduction

Cereal Partners Worldwide is committed to continuously improving the nutritional quality of our portfolio, and therefore the nutritional quality of the products we advertise.

For years, CPW S.A. has dedicated resources to ensure our products are among the most nutritious in the category. Strict internal criteria are used to guide product renovation and new product development, with the intent of continuous improvement.

These efforts have enabled CPW S.A. to improve the nutrition profile of its products without compromising on taste. Since 2004, such efforts have positively impacted the diets of our consumers:

- Over 2.3 billion servings of whole grain added
- Over 5000 tons of sugar removed
- Over 700 tons of salt removed

In 2009 and beyond, we will continue this commitment to product renovation. We will continue to focus on increasing ingredients with proven health benefits and reducing public sensitive ingredients. Specific internal targets have been set to guide such efforts.

Commitment on advertising in children's media

Cereal Partners Worldwide is committed to maintaining the highest standards for responsible marketing practices to consumers, especially those directed at children. To deliver this commitment, we proactively develop and follow internal communication guidelines. We also respect industry-wide codes of

conduct for food and beverage marketing communications, as well as support industry self-regulation pledges in markets around the world.

We periodically review marketing guidelines to ensure they remain relevant with consumer preferences and industry practice.

Today, we join our two owner-partners (General Mills, Inc. and Nestlé S.A.) in implementing company-specific voluntary measures intended to change food advertising to children under 12 in the European Union.

From January 1 2009, Cereal Partners Worldwide:

- Will not target advertising to children less than 6 years of age.
- Will advertise to children from 6 up to 12 years of age only those products meeting C.P.W.'s Nutrition Foundation for ready-to-eat breakfast cereal.

This commitment covers the territories in which CPW S.A. markets and sells its products. It will be effective as of 1 January 2009.

Nutritional standards

A product meets CPW S.A.'s Nutrition Foundation when it meets the criteria specified in table 1.

Highlights of the Nutrition Foundation include:

- Less than 175 kcal per serving
- 12 g of sugar or less per serving
- 8 g or more of whole grain per serving
- At least 15% DVI per 100g of key nutrients

Products are assessed without milk and based on labelled serving size. Daily reference values for children are listed in table 2.

Commitment on communications in schools

From January 2009, Cereal Partners Worldwide will not seek programs to advertise or promote products in schools.

Programs initiated prior to January 2009 may continue only:

- Where specifically requested by, or agreed with, the school administration for educational purposes
- With products that meet CPW S.A.'s Nutrition Foundation

This commitment covers the territories in which CPW S.A. markets and sells its products. It will be effective as of 1 January 2009.

Further Information:

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Table 1: CPW Nutrition foundation

All products that are advertised to children must meet the CPW S.A. Nutrition Foundation. The Nutrition Foundation is regularly reviewed and updated to reflect most recent consumer preferences, regulatory guidelines, and nutrition science.

	Cereal Partners Worldwide Nutrition Foundation (1)
Energy	< 175 kcal
Sugar	≤ 12 g
Saturated fatty acids	≤ 1.7 g
Sodium	≤ 200 mg
Whole Grain	≥ 8g
Vitamins & Minerals (2)	≥ 15% RDA per 100g

(1) Unless noted, target levels are ‘per labelled serving.’ Values are to be calculated dry, and not with milk or other added beverages.

(2) To meet the vitamins & minerals target, a product must contain at least 15% RDA per 100g of both of the following:

Iron
Calcium

In addition, a product must contain at least 15% RDA per 100g of any six of the following:

Vitamin B1 - Thiamin
Vitamin B2 - Niacin
Vitamin B3 - Riboflavin
Vitamin B12
Folate (Folic Acid)
Vitamin B6
Vitamin C
Pantothenic Acid

Table 2: Reference values

Cereal Partners Worldwide bases Nutrition Foundation criteria on daily reference values for children.

The values are established using available recommendations from public health authorities and nutritionists for the dietary intake of children aged 5-10.

Cereal Partners Worldwide frequently reviews available recommendations and periodically updates its reference values to reflect the most recent nutrition science.

	Daily Reference Values For Children
Energy	1,800 kcal
Total sugars	85 g
Saturated fatty acids	20 g
Sodium	1,400 mg
Whole grain	16 g
Vitamins & Minerals	Relevant RDA