



## **The EU Pledge**

### **General Mills Commitment**

#### **Commitment on advertising in children's media**

General Mills is committed to maintaining the highest standards for responsible advertising and marketing, especially in advertising that reaches children. Strong marketing guidelines ensure that we advertise and market responsibly.

General Mills markets children's breakfast cereals in Europe through its joint venture, Cereal Partners Worldwide, CPW (the owner-partners are General Mills and Nestle S.A.). Please see the nutritional standards outlined on the CPW submission. These are the only children's products marketed by General Mills in Europe.

These commitments enter into force across the EU on 1 January 2009.

#### **Further information:**

[www.cerealpartners.com](http://www.cerealpartners.com)

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