

NEWS RELEASE

KRAFT FOODSERVICE

1/09

FOR MORE INFORMATION:

Kerry Anderson
The Food Group
813-241-3930

OR

Basil Maglaris
Kraft Foodservice
847-646-4538

This release expires 7/09

FOR IMMEDIATE RELEASE

NEWTONS FRUIT CRISPS: Good for So Many Reasons

NEWTONS FRUIT CRISPS combine the real-fruit filling your customers have always loved about *NEWTONS* Cookies, with a crispy exterior that provides a thrilling new eating experience. Plus, *NEWTONS FRUIT CRISPS* contain only 100 calories per serving, and no high-fructose corn syrup. It's a snack your customers are sure to come back for day after day.

Available in a 1 oz single-serve pack, *NEWTONS FRUIT CRISPS* are a 'crisp' new format that fit into multiple day parts. *NEWTONS FRUIT CRISPS* have the appeal of breakfast bars, which have experienced revenue growth of 22% in the past year.¹ And with convenient, on-the-go packaging, *NEWTONS FRUIT CRISPS* are satisfying snacks that can be enjoyed by busy customers.

The *NEWTONS* brand is loved around the world for offering snacks with great fruity taste and unique textures. Take advantage of the fruit-filled cookie category with the brand that is driving new growth – *Newtons*.

Kraft Foodservice is a division of Kraft Foods Global, Inc. (NYSE:KFT), one of the world's largest food and beverage companies. Kraft Foodservice provides a diverse portfolio of brands, marketing and sales expertise and resources to the U.S. foodservice industry. Visit www.kraftfoodservice.com for more information.

###

¹ 2008 State of the Industry Report, Automatic Merchandiser