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## **Kraft Foods to Webcast Presentation at Barclays Capital Back-To-School Consumer Conference**

NORTHFIELD, Ill., Aug. 25, 2011 /PRNewswire via COMTEX/ -- Kraft Foods announced today that Chairman and CEO Irene Rosenfeld will present at the Barclays Capital Back-to-School Consumer Conference on Wednesday, Sept. 7, 2011, at 7:30 a.m. EDT.

The company will host a live audio webcast of the presentation within the Investor Center section of its corporate web site, [kraftfoodscompany.com](http://kraftfoodscompany.com). The presentation and question-and-answer session will be approximately 40 minutes in length. Only conference attendees will be able to ask questions, but listeners will be able to hear the question-and-answer session. An archived rebroadcast and slides will be available on [kraftfoodscompany.com](http://kraftfoodscompany.com) for one year following the webcast.

### **About Kraft Foods**

Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion. Twelve of the company's iconic brands -- *Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia, Tang* and *Trident* -- generate revenue of more than \$1 billion annually. On Aug. 4, 2011, Kraft Foods announced plans to divide and create two independent public companies: a high-growth global snacks business with estimated revenue of \$32 billion and a high-margin North American grocery business with estimated revenue of \$16 billion, based on 2010 financial results, adjusted for divestitures. The transaction will take at least 12 months to complete, during which time plans regarding the structure, management, governance and other matters will be announced. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. Visit [kraftfoodscompany.com](http://kraftfoodscompany.com) and [facebook.com/kraftfoodscorporate](https://facebook.com/kraftfoodscorporate).

### **Forward-Looking Statements**

This press release contains forward-looking statements, which are subject to risks and uncertainties that could cause our actual results to differ materially from those indicated in these statements. Please see our filings with the SEC for more information regarding these risks and uncertainties.

**- make today delicious -**

SOURCE: Kraft Foods