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## **Kraft Foods Gives \$200,000 To Red Cross For Relief Efforts In Japan**

### **Kraft Foods Foundation to match U.S. and Japanese employee donations to the Red Cross**

NORTHFIELD, Ill., March 14, 2011 /PRNewswire via COMTEX/ -- The Kraft Foods Foundation announced today a \$200,000 donation to the Red Cross for relief efforts in Japan, days after an earthquake and tsunami devastated the country.

"Every second, every dollar counts in the wake of a disaster," said Nicole Robinson, Vice President of the Kraft Foods Foundation. "We are grateful that our Japanese colleagues are unharmed, and deeply saddened by the devastation these natural disasters have caused. As the world's second-largest food company, it is our responsibility to give back in times of crisis. We are proud to partner with the Red Cross as they support all the people of Japan in rescue, rebuilding and relief efforts."

In addition, food and funds will be donated for Japan's long-term recovery efforts, and all donations made by Kraft Foods employees in the U.S. and Japan to the Red Cross will be matched by the Foundation.

Kraft Foods and the Kraft Foods Foundation have donated nearly \$1 billion in cash and food to hunger-relief organizations over the past 25 years. In October 2010, Kraft Foods celebrated the largest employee volunteer event in company history during the annual Delicious Difference Week, which rallied 23,000 employees across 56 countries. Through support of partners, including Save the Children, Feeding America, INMED Partnerships for Children, Charities Aid Federation and CARE, the company and Foundation support programs in 46 countries and on almost every continent.

#### **About Kraft Foods**

Northfield, Ill.-based 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, more than half of which was earned outside North America. Eleven of the company's iconic brands -- including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia* and *Trident* -- generate revenue of more than \$1 billion annually, and 40 have been loved for more than a century. 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. For more information, visit [kraftfoodscompany.com](http://kraftfoodscompany.com) and [facebook.com/kraftfoodscorporate](http://facebook.com/kraftfoodscorporate).

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SOURCE: Kraft Foods