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Kraft Foods Names Daniel Myers Executive Vice President, Supply Chain

Former P&G Executive Brings 30+ Years of Global Supply Chain Experience

NORTHFIELD, Ill., June 30, 2011 /PRNewswire via COMTEX/ -- Kraft Foods (NYSE: KFT) announced today that Daniel Myers will join the company in September as Executive Vice President, Supply Chain. Myers, 56, will lead the functional groups that make up the company's integrated supply chain, including Procurement, Manufacturing, Engineering and Customer Service and Logistics. He succeeds David Brearton, who is now Executive Vice President and Chief Financial Officer. Myers will report to Chairman and CEO Irene Rosenfeld and be a member of the company's executive team.

"Daniel has extensive experience driving cost savings across complex global supply chains - in food, beverages and many other products," said Rosenfeld. "This expertise will complement our current End-to-End Cost Management initiatives, including Project SAVOR in Procurement and Lean Six Sigma in Manufacturing. I'm confident that Daniel's leadership can accelerate efficiencies in our operations, which fuels our virtuous growth cycle."

Myers joins Kraft Foods from Procter & Gamble, where he built an impressive career over the last 33 years. Most recently, he served as Vice President, Product Supply, where he led the supply chain function for P&G's Global Hair Care business and had coordination responsibilities for the \$28 billion Beauty & Grooming business, including manufacturing operations that supported sales in more than 170 countries. In that role, he led a "reinvention" of the company's Global Hair Care supply chain, tripling the unit's annual cost savings in three years. In addition, Myers has broad international experience, having worked in every category in the P&G portfolio and in 49 countries.

Myers earned his Bachelor of Science degree in Chemical Engineering from the University of Tennessee. He serves on the board of the Global Supply Chain Institute at the University of Tennessee's School of Business.

Northfield, Ill.-based Kraft Foods Inc. 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. Twelve of the company's iconic brands -- including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia*, *Trident* and *Tang* -- 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 and facebook.com/kraftfoodscorporate.

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SOURCE: Kraft Foods