



March 30, 2010

Kraft Foods to Hold Annual Meeting of Shareholders on May 18, 2010

NORTHFIELD, Ill., March 30, 2010 /PRNewswire via COMTEX/ --Kraft Foods will hold its Annual Meeting of Shareholders at 9 a.m. CDT on Tuesday, May 18, 2010, at the North Shore Center for the Performing Arts in Skokie, Ill. Shareholders of record at the close of business on March 11, 2010, are entitled to attend and vote on all matters that properly come before the meeting. The company's 2010 Notice of Annual Meeting and Proxy Statement and Annual Report on Form 10-K for the year ended Dec. 31, 2009, are available at www.kraftfoodscompany.com/investor.

Kraft Foods is again taking advantage of the U.S. Securities and Exchange Commission's "e-proxy" rule, which allows companies to furnish proxy materials to shareholders via the Internet. This process provides shareholders with proxy materials more quickly, reduces the environmental impact of the meeting and lowers costs. Instead of sending printed proxy materials, the company will mail most shareholders a Notice of Internet Availability of Proxy Materials. The Notice contains instructions on how to access proxy materials and vote on the Internet. It also contains information about how shareholders can request written copies of the proxy materials if they desire them.

The combination of Kraft Foods and Cadbury creates a global powerhouse in snacks, confectionery and quick meals. With annual revenues of approximately \$50 billion, the combined company is the world's second largest food company, making delicious products for billions of consumers in more than 160 countries. The combined company's portfolio includes 11 iconic brands with revenues exceeding \$1 billion - *Oreo*, *Nabisco* and *LU* biscuits; *Milka* and *Cadbury* chocolates; *Trident* gums; *Jacobs* and *Maxwell House* coffees; *Philadelphia* cream cheeses; *Kraft* cheeses, dinners and dressings; and *Oscar Mayer* meats. Another 70+ brands generate annual revenues of more than \$100 million. Kraft Foods (www.kraftfoodscompany.com; NYSE: KFT) is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.

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SOURCE Kraft Foods