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Kraft Foods Announces Support of National Salt Reduction Initiative

NORTHFIELD, Ill., April 26, 2010 /PRNewswire via COMTEX/ --Kraft Foods Inc. (NYSE: KFT) announced its support today of the National Salt Reduction Initiative (NSRI).

"We applaud Mayor Bloomberg and New York City for bringing greater focus to the importance of reducing sodium in the American diet," said Rhonda Jordan, President, Health & Wellness, Kraft Foods.

Kraft Foods has been working to lower sodium in its foods for several years and, as previously announced, is striving for a 10 percent average sodium reduction across its North American portfolio by 2012. "That translates into removing more than 10 million pounds of salt from some of North America's most popular foods," Jordan said. "This will result in sodium reductions across more than 1,000 skus."

Kraft Foods' sodium reduction plans align with the NSRI goals for 2012, even though the company plans highlight an average reduction across the portfolio, and not specific category goals as cited by the NSRI. In total, Kraft Foods' portfolio approach calls for the elimination of significantly more sodium -- 170 additional tons -- than targeted by NSRI over the next two years.

The company plans to reduce sodium in a number of products by more than the 10 percent average. For example, some flavors of *Easy Mac* Cups are scheduled to be reduced by 20 percent and *Oscar Mayer* Turkey in a resealable pouch will be reduced by at least 30 percent.

Kraft Foods also offers lower sodium alternatives to consumers who are concerned about sodium. The company offers more than 100 products that are either low, reduced or no sodium including lower sodium *Oscar Mayer* Bacon, *Planters* Lightly Salted Nuts and Hint of Salt crackers including *Triscuit*, *Ritz*, *Wheat Thins*, and *Premium*.

About Kraft Foods

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* gum; *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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