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Kraft Foods Brings the Face of Hunger Directly to its Employees

Michael Nye's Special Photo Exhibit to Educate, Inspire Employee Action in Fight Against Hunger

Exhibit to Travel to Kraft Foods' Locations in Chicago and Madison in August

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As part of its ongoing commitment to fight hunger, Kraft Foods is bringing Michael Nye's acclaimed portraits of hunger in America directly to its employees. This special exhibit of photographs of Americans who don't have adequate access to food will travel to three Kraft Foods locations - Northfield (Aug. 2-6) and Glenview, Ill. (Aug. 9-16), and Madison, Wis. (Aug. 18-24) - with the goal of educating employees and inspiring action in the fight against hunger.

"It's incredibly important that Americans don't think of hunger in this country as an abstract or remote issue," Nye said. "By looking into the faces and hearing the stories of those who don't have enough to eat, we understand how hunger is something that affects our neighbors in the very cores of their souls.

"The individuals represented in the photos are the teachers, and we are the students. I'm grateful for the opportunity to have my photographs used as a catalyst for the important work that Kraft Foods is doing around the world to help alleviate hunger."

Nye's searing black-and-white photographs of people who have been affected by hunger are from a traveling exhibit called About Hunger & Resilience (michaelnye.org), which also features audio recordings of the subjects describing how hunger has affected their lives. Nye, a former lawyer, spent five years traveling throughout the United States to document these stories.

Nicole Robinson, Director of Corporate Community Involvement at Kraft Foods, heard about Nye's work on the NPR program *All Things Considered*. She immediately reached out to ask him if his photographs could be included in Kraft Foods' hunger relief initiative.

"Listening to Mr. Nye talk about putting a human face on the hunger issue was very moving," said Robinson. "I realized this is exactly the same message that we convey in our communities through our volunteer work."

Turning Advocacy into Action

This exhibit is just one way Kraft Foods raises awareness and takes action in the fight against hunger. In October, the company will launch its second annual "Delicious Difference Week" initiative in which more than 14,000 employees in 50 countries around the world will partner with local food relief programs to deliver food and other services to people in need.

Kraft Foods has been at the forefront fighting hunger and promoting healthy lifestyles for more than a quarter century. In fact, the company and its Foundation have donated nearly \$1 billion in cash and food to organizations since 1990. In the United States alone, they've provided more than a billion servings of fresh produce during the past decade. Most recently, Kraft Foods and its Foundation committed an additional \$180 million to fight global hunger and promote healthy lifestyles.

About Kraft Foods

With annual revenues of approximately \$48 billion, Kraft Foods is a global powerhouse in snacks, confectionery and quick meals. The company is the world's second largest food company, making delicious products for billions of consumers in more than 170 countries. The 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. Approximately 70 brands generate annual revenues of more than \$100 million. Kraft Foods (<http://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.

EDITOR'S NOTE: Michael Nye is available for media interviews. To schedule a time to speak with the photographer, please contact Liz Anklow (212-981-5103), Michael Mitchell (847-646-4538) or Syd Lindner (608-285-6820).

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