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Suzanne Lee Catanzaro
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August 21, 2009

Elaine D. Kolish, Vice President and Director
Maureen Enright, Assistant Director
Children's Food and Beverage Advertising Initiative
Council of Better Business Bureaus, Inc.
4200 Wilson Boulevard, Suite 800
Arlington, VA 22203

Re : Children's Food and Beverage Advertising Initiative Pledge of ConAgra Foods, Inc. ("Pledge")

Dear Elaine and Maureen:

Effective immediately, this letter confirms that ConAgra Foods, Inc. has removed the "healthy lifestyle messaging" option from the Core Principles of its Pledge dated January 25, 2008. Also, we have deleted *Snack Pack* from the list of ConAgra Foods brands that advertise or may advertise to children under 12 in accordance with the Pledge and added *David Seeds* to that list. These changes will be captured in an Amended and Restated Pledge that ConAgra is currently preparing.

Please let me know if you have any questions.

Very truly yours,

Suzanne Lee Catanzaro