

**Children's Food and Beverage Advertising Initiative**  
**Post Foods, LLC Pledge**  
**October 1, 2009**

Post Foods, LLC ("Post") is proud to join the CFBAI and participate in changing the nutritional profile of food and beverage products advertised to children. We believe that CFBAI, and its members, can positively impact American children by helping to promote healthy dietary choices and healthy lifestyles. Post acknowledges the importance of responsible marketing to children and has developed this Pledge to publicly demonstrate our continuing commitment to meet the high standards set forth herein.

**A. Identifying Information**

**1. Corporate name and address**

Post Foods, LLC  
1 Upper Pond Road  
Parsippany, NJ 07054

**2. Contact information of an individual(s) responsible for Pledge implementation**

Bart Adlam  
Vice President, Marketing  
(973) 658-2356  
bart.adlam@postfoods.com

**3. Name of the specific entity covered by the Pledge**

Post Foods, LLC

**4. Name of each brand and/or product line that is covered by the Pledge**

Our Pledge covers all Post brands.

**B. Core Principles**

**1. Overview of Post's Pledge**

- Post will not target any advertising to children under 6 years of age.
- Post will only advertise products meeting the nutritional standards set forth in Section B.2.d. below in advertising directed at children aged 6 through 11.
- Post will follow this guideline for all products, in all media primarily directed at children aged 6 through 11.
- Although Post's advertising directed at children aged 6 to 11 will only feature products representing healthy dietary choices, Post will continue to have selected advertising that imparts healthy lifestyle messages.

- Post’s Pledge will take effect immediately. Post, both on our own and through predecessor organizations, has been following similar guidelines since CFBAI’s inception.

**2. Description of how Post intends to comply with the percentage requirement of the Advertising Message principle:**

**a. Percentage of child –directed ads to be based on nutrition criteria**

- 100% of Post’s child directed ads (Television, Print, Radio, & Internet) will be based on the nutritional standards set forth in Section B.2.d.

**b. Description of how Post intends to comply with the percentage requirement of the Advertising Message principle**

- Post will not advertise in any medium (Television, Print, Radio, Internet) where 35% or more of the total target audience (viewers, visitors, etc.) is under 6.
- For all media where 35% or more of the audience is composed of children under 12 Post will only advertise products meeting the nutritional standards set forth in Section B.2.d.
- In addition, even if less than 35% of the audience of a particular program/website is composed of children under 12 Post will only advertise products representing healthy dietary choices during programs targeted to children under 12. To determine if a program is targeted to children under 12 Post will review factors similar to the standards promulgated by the Children’s Advertising Review Unit of the Council of Better Business Bureaus (“CARU”), including: (a) whether the content of the media in which the advertisement appears is intended for children under 12; and (b) whether the advertisement appears during, or just before or after, a television program aired during what is generally understood to be children's programming, considering the time of day during which the advertisement appears and the media outlet.
- To measure audience demographics Post will use AC Nielsen ratings for Television; Mediamark Research Inc. for Print; Arbitron for Radio; and AC Nielsen or ComScore for Internet.

**c. The proposed method by which Post intends to measure advertising on Post owned websites**

- Post measures its own websites using AC Nielsen, ComScore, and user-generated data.
- Post’s websites are not directed to children under 6.

**d. for products representing healthy dietary choices Post is relying on the following standards**

Post's nutritional standards are as follows (on a per serving basis)<sup>1</sup>

Calories	≤ 200
Fat	≤ 3g
Sat Fat	≤ 1g
Trans Fat	0g
Sodium	≤ 230
Sugar	≤ 12g (not including naturally occurring sugar in fruit, etc.)

In addition Post's nutritional standards require that any product advertised to children under 12 contain (1 or more) of the following (on a per serving basis):

Fiber	≥ 10% RDI
Whole Grain	≥ 8g
A Good Source of at least 6 essential vitamins or minerals	

**e. to the extent Post is relying on a company developed standard, state the scientific and/or governmental standards on which it is based.**

Post's nutritional standards were developed based on input from our internal nutrition and health experts, as well as our review of materials from numerous sources including dietitians, nutritionists, and the USDA Nutritional Guidelines.

Post's nutritional standards are based on the following governmental standards:

- All of our products advertised to children under 12 meet or exceed the FDA definition of "Healthy" set forth in 21 CFR 101.65(d)(2)
- All of our products advertised to children under 12 meet the FDA definition of "low fat" set forth in 21 CFR 101.62(b)(2)
- All of our products advertised to children under 12 meet the FDA definition of "low saturated fat" set forth in 21 CFR 101.62(c)(2)
- 230 mg of sodium is <10% of the DRV set forth in 21 CFR 101.9(c)(9)

**3. The manner by which Post intends to implement the Licensed Character principle, including the following:**

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<sup>1</sup> As labeled.

**a. the percentage reduction in the use of Licensed Characters in advertising that does not include healthy lifestyles/healthy dietary choices messaging; and**

**b. the proposed basis for calculating such reduction, including a baseline figure from Post's FY 2006 of Licensed Characters in advertising, and a description of how the baseline figure was calculated.**

Post will continue to only use Licensed Characters for advertising products that meet the nutrition standards detailed in Section B.2.d.

**4. A description of the manner by which Post intends to implement the Product Placement principle.**

Post has informed our Advertising Agencies and other media procurement consultants that it is Post's policy to not pay for or actively seek to place our products in the program/editorial content of any medium primarily directed to children under 12.

**5. A description of the manner by which Post intends to implement the Interactive Games principle.**

Any interactive game primarily directed to children under 12 will only utilize our products that meet the nutrition standards set forth in Section B.2.d.

**6. A description of the manner by which Post intends to implement the Advertising in Schools principle<sup>2</sup>.**

Post does not advertise in elementary schools.

**7. An implementation schedule for each commitment set forth in Post's Pledge.**

Post's Pledge will take effect immediately.

**C. Supporting Data**

Please see Exhibits A-1 through A-4 for a product-by product listing.

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<sup>2</sup> This limitation does not apply to displays of food and beverage products, charitable fundraising activities, public service messaging, or items provided to school administrators.

**Exhibit A-1  
Post Fruity Pebbles**

# N u t r i t i o n   F a c t s

Serving Size 3/4 cup (30g)  
 Servings Per Container (8.5 oz) about 8, (11 oz) about 10, (15 oz) about 14, (16.25 oz) about 15, (32.5oz) about 30, (34 oz) about 32, (39 oz) about 36

<b>Amount Per Serving</b>	<b>Cereal</b>	<b>Cereal with 1/2 cup Fat Free Milk</b>		
<b>Calories</b>	120	160		
Calories from Fat	10	10		
<b>% Daily Value**</b>				
<b>Total Fat 1g*</b>	<b>2%</b>	<b>2%</b>		
Saturated Fat 1g	<b>5%</b>	<b>5%</b>		
Trans Fat 0g				
Polyunsaturated Fat 0g				
Monounsaturated Fat 0g				
<b>Cholesterol 0mg</b>	<b>0%</b>	<b>0%</b>		
<b>Sodium 190mg</b>	<b>8%</b>	<b>11%</b>		
<b>Potassium 20mg</b>	<b>1%</b>	<b>6%</b>		
<b>Total Carbohydrate 26g</b>	<b>9%</b>	<b>11%</b>		
Dietary Fiber 0g	<b>0%</b>	<b>0%</b>		
Sugars 11g				
Other Carbohydrate 15g				
<b>Protein 1g</b>				
Vitamin A	15%	20%		
Vitamin C	10%	10%		
Calcium	0%	15%		
Iron	10%	10%		
Vitamin D	25%	40%		
Thiamin	25%	30%		
Riboflavin	25%	35%		
Niacin	25%	25%		
Vitamin B <sub>6</sub>	25%	25%		
Folic Acid	25%	25%		
Vitamin B <sub>12</sub>	25%	35%		
Zinc	10%	15%		
* Amount in Cereal. One half cup fat free milk contributes an additional 40 calories, 65mg sodium, 200mg potassium, 6g total carbohydrate (6g sugars), and 4g protein.				
** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:				
	Calories:	2,000	2,500	
Total Fat	Less	65g	80g	
Saturated Fat	than	Less	20g	25g
Cholesterol	than	Less	300mg	300mg
Sodium	than	Less	2,400mg	2,400mg
potassium	than		3,500mg	3,500mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

**INGREDIENTS:** RICE, SUGAR, HYDROGENATED VEGETABLE OIL (COCONUT AND PALM KERNAL OILS), SALT, CONTAINS LESS THAN 0.5% OF NATURAL AND ARTIFICIAL FLAVOR, RED 40, YELLOW 6, TURMERIC OLEORESIN (COLOR), BLUE 1, YELLOW 5, BLUE 2, BHA (TO HELP PROTECT FLAVOR).

**VITAMINS AND MINERALS:** SODIUM ASCORBATE (SOURCE OF VITAMIN C), ASCORBIC ACID (VITAMIN C), NIACINAMIDE, REDUCED IRON, ZINC OXIDE (SOURCE OF ZINC), VITAMIN B6, VITAMIN A PALMITATE, RIBOFLAVIN (VITAMIN B2), THIAMIN MONONITRATE (VITAMIN B1), FOLIC ACID, VITAMIN D, VITAMIN B12.

**October 1, 2009**

**Exhibit A-2  
Post Cocoa Pebbles**

**N u t r i t i o n   F a c t s**

Serving Size 3/4 cup (30g)

Servings Per Container (8.5 oz) about 8, (11 oz) about 10, (15 oz) about 14, (16.25 oz) about 15, (32.5oz) about 30, (34 oz) about 32, (39 oz) about 36

<b>Amount Per Serving</b>	<b>Cereal</b>	<b>Cereal with 1/2 cup Fat Free Milk</b>	
<b>Calories</b>	120	160	
Calories from Fat	10	10	
<b>% Daily Value**</b>			
<b>Total Fat</b> 1g*	<b>2%</b>	<b>2%</b>	
Saturated Fat 1g	<b>5%</b>	<b>5%</b>	
Trans Fat 0g			
Polyunsaturated Fat 0g			
Monounsaturated Fat 0g			
<b>Cholesterol</b> 0mg	<b>0%</b>	<b>0%</b>	
<b>Sodium</b> 190mg	<b>8%</b>	<b>11%</b>	
<b>Potassium</b> 50mg	<b>1%</b>	<b>7%</b>	
<b>Total Carbohydrate</b> 26g	<b>9%</b>	<b>11%</b>	
Dietary Fiber 0g	<b>0%</b>	<b>0%</b>	
Sugars 11g			
Other Carbohydrate 15g			
<b>Protein</b> 1g			
Vitamin A	15%	20%	
Vitamin C	0%	0%	
Calcium	0%	15%	
Iron	10%	10%	
Vitamin D	25%	40%	
Thiamin	25%	30%	
Riboflavin	25%	35%	
Niacin	25%	25%	
Vitamin B <sub>6</sub>	25%	25%	
Folic Acid	25%	25%	
Vitamin B <sub>12</sub>	25%	35%	
Phosphorus	2%	15%	
Magnesium	2%	6%	
Zinc	10%	15%	
Copper	4%	4%	
* Amount in Cereal. One half cup fat free milk contributes an additional 40 calories, 65mg sodium, 200mg potassium, 6g total carbohydrate (6g sugars), and 4g protein.			
** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less	65g	80g
Saturated Fat	Less	20g	25g
Cholesterol	Less	300mg	300mg
Sodium	Less	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

**INGREDIENTS:** RICE, SUGAR, HYDROGENATED VEGETABLE OIL (COCONUT AND PALM KERNEL OILS), COCOA (PROCESSED WITH ALKALI), SALT, CARAMEL COLOR, NATURAL AND ARTIFICIAL FLAVOR, BHA (TO HELP PROTECT FLAVOR).

**VITAMINS AND MINERALS:** NIACINAMIDE, REDUCED IRON, ZINC OXIDE (SOURCE OF ZINC), VITAMIN B6, VITAMIN A PALMITATE, RIBOFLAVIN(VITAMIN B2), THIAMIN MONONITRATE (VITAMIN B1), FOLIC ACID,VITAMIN D, VITAMIN B12.

**October 1, 2009**

**Exhibit A-3  
Post Honey-Comb**

# N u t r i t i o n   F a c t s

Serving Size 1 1/2 cup (32g)  
Servings Per Container (4.25 oz) about 4, (12.5 oz) about 11, (14.5 oz) about 13, (16 oz) about 14, (18.5 oz) about 16

<b>Amount Per Serving</b>	<b>Cereal</b>	<b>Cereal with 1/2 cup Fat Free Milk</b>	
<b>Calories</b>	130	170	
Calories from Fat	10	10	
<b>% Daily Value**</b>			
<b>Total Fat 1g*</b>	<b>2%</b>	<b>2%</b>	
Saturated Fat 0g	<b>0%</b>	<b>0%</b>	
Trans Fat 0g			
Polyunsaturated Fat 0g			
Monounsaturated Fat 0g			
<b>Cholesterol 0mg</b>	<b>0%</b>	<b>0%</b>	
<b>Sodium 180mg</b>	<b>8%</b>	<b>10%</b>	
<b>Potassium 50mg</b>	<b>1%</b>	<b>7%</b>	
<b>Total Carbohydrate 28g</b>	<b>9%</b>	<b>11%</b>	
Dietary Fiber 1g	<b>4%</b>	<b>4%</b>	
Sugars 10g			
Other Carbohydrate 17g			
<b>Protein 2g</b>			
Vitamin A	15%	20%	
Vitamin C	0%	0%	
Calcium	0%	15%	
Iron	15%	15%	
Vitamin D	10%	25%	
Thiamin	25%	30%	
Riboflavin	25%	35%	
Niacin	25%	25%	
Vitamin B <sub>6</sub>	25%	25%	
Folic Acid	25%	25%	
Vitamin B <sub>12</sub>	25%	35%	
Phosphorus	4%	15%	
Magnesium	4%	8%	
Zinc	10%	15%	
* Amount in Cereal. One half cup fat free milk contributes an additional 40 calories, 65mg sodium, 200mg potassium, 6g total carbohydrate (6g sugars), and 4g protein.			
** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less	65g	80g
Saturated Fat	than	Less	20g
Cholesterol	than	Less	300mg
Sodium	than	Less	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

**INGREDIENTS:** CORN FLOUR, SUGAR, WHOLE GRAIN OAT FLOUR, WHOLE GRAIN CORN FLOUR, HONEY, SALT, YELLOW 5. BHT ADDED TO PACKAGING MATERIAL TO PRESERVE PRODUCT FRESHNESS.

**VITAMINS AND MINERALS:** NIACINAMIDE, REDUCED IRON, ZINC OXIDE (SOURCE OF ZINC), VITAMIN B6, VITAMIN A PALMITATE, RIBOFLAVIN (VITAMIN B2), THIAMIN MONONITRATE (VITAMIN B1), FOLIC ACID, VITAMIN B12, VITAMIN D.

**MANUFACTURED ON EQUIPMENT THAT PROCESSES WHEAT**

**October 1, 2009**

**Exhibit A-4  
Post Alpha-Bits**

**N u t r i t i o n F a c t s**

Serving Size 1 cup (28g)

Servings Per Container (6 oz ) about 6, (11.5 oz) about 12, (13.5 oz) about 14

<b>Amount Per Serving</b>	<b>Cereal</b>	<b>Cereal with 1/2 cup Fat Free Milk</b>		
<b>Calories</b>	110	150		
Calories from Fat	10	10		
<b>% Daily Value**</b>				
<b>Total Fat 1g*</b>	<b>2%</b>	<b>2%</b>		
Saturated Fat 0g	<b>0%</b>	<b>0%</b>		
Trans Fat 0g				
Polyunsaturated Fat 0g				
Monounsaturated Fat 0g				
<b>Cholesterol 0mg</b>	<b>0%</b>	<b>0%</b>		
<b>Sodium 160mg</b>	<b>7%</b>	<b>10%</b>		
<b>Potassium 60mg</b>	<b>2%</b>	<b>7%</b>		
<b>Total Carbohydrate 23g</b>	<b>8%</b>	<b>10%</b>		
Dietary Fiber 2g	<b>8%</b>	<b>8%</b>		
Sugars 10g				
Other Carbohydrate 11g				
<b>Protein 2g</b>				
Vitamin A	15%	20%		
Vitamin C	10%	10%		
Calcium	0%	15%		
Iron	10%	10%		
Vitamin D	10%	25%		
Thiamin	25%	30%		
Riboflavin	25%	35%		
Niacin	25%	25%		
Vitamin B <sub>6</sub>	25%	25%		
Folic Acid	25%	25%		
Vitamin B <sub>12</sub>	25%	35%		
Phosphorus	8%	20%		
Magnesium	6%	10%		
Zinc	10%	15%		
Copper	2%	2%		
* Amount in Cereal. One half cup fat free milk contributes an additional 40 calories, 65mg sodium, 200mg potassium, 6g total carbohydrate (6g sugars), and 4g protein.				
** Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:				
	Calories:	2,000	2,500	
Total Fat	Less	65g	80g	
Saturated Fat	than	Less	20g	25g
Cholesterol	than	Less	300mg	300mg
Sodium	than	Less	2,400mg	2,400mg
Potassium			3,500mg	3,500mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

**INGREDIENTS:** WHOLE GRAIN OAT FLOUR, SUGAR, YELLOW CORN FLOUR, SALT, HYDROGENATED COCONUT AND PALM KERNEL OIL, CHOLINE CHLORIDE, ANNATTO EXTRACT (COLOR). BHT ADDED TO PACKAGING MATERIAL TO PRESERVE PRODUCT FRESHNESS.

**VITAMINS AND MINERALS:** NIACINAMIDE, SODIUM ASCORBATE (SOURCE OF VITAMIN C), ASCORBIC ACID (VITAMIN C), REDUCED IRON, ZINC OXIDE (SOURCE OF ZINC), VITAMIN B6, VITAMIN A PALMITATE, RIBOFLAVIN (VITAMIN B2), THIAMIN MONONITRATE (VITAMIN B1), FOLIC ACID, VITAMIN B12, VITAMIN D.

**October 1, 2009**