

Gary G. Lyons

EVP and General Counsel

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April 18, 2008

Via Federal Express

Elaine D. Kolish
Director, Children's Food and Beverage Advertising Initiative
Council of Better Business Bureaus, Inc.
4200 Wilson Boulevard, Suite 800
Arlington, Virginia 22203-1838

Re: Cadbury Adams Food Advertising Pledge

Dear Elaine:

As you are aware the Initiative Pledge document submitted by Cadbury Adams USA LLC on July 10, 2007, states that on or before March 31, 2008 Cadbury Adams agreed to commit to either:

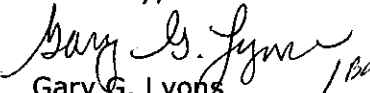
(1) no longer advertise the Bubblicious brand in any medium, including Television, Radio, Internet Print advertising, primarily directed to children under 12 OR

(2) direct at least 50% of the advertising on the Bubblicious brand to promote products that qualify as a healthy dietary option under the terms of the Initiative.

Cadbury Adams is pleased to advise that it has decided to commit to option (1) above and that effective March 31, 2008 none of the advertising on a going forward basis for the Bubblicious brand will be primarily directed to children under 12. Bubblicious was the only brand in the Cadbury Adams portfolio that had advertising primarily directed to children under 12 at the time the Initiative Pledge document was implemented.

If you have any questions regarding the information above, please do not hesitate to call me.

Sincerely,


Gary G. Lyons
EVP, General Counsel

Working together to create brands people love

