

Children's Food and Beverage Advertising Initiative:
Participant Pledge

July 10, 2007

INTRODUCTION

Cadbury Adams USA LLC ("Cadbury Adams" or "Participant") is a subsidiary division of Cadbury Schweppes plc (NYSE:CSG).

The corporate name and address for Participant is:

Cadbury Adams USA LLC
389 Interpace Pkwy,
Parsippany, NJ 07054

Contact person responsible for overall implementation of the Pledge is:

Lesya Lysyj
Executive Vice President, Marketing
Cadbury Adams USA LLC
389 Interpace Pkwy, Parsippany, NJ 07054
Tel.: 973 909 2318
lesya.lysij@cs-americas.com

OUR PLEDGE

Cadbury Adams is proud to support the Children's Food and Beverage Advertising Initiative ("Initiative"). This Pledge will cover Cadbury Adams products. Cadbury Adams currently adheres to a Marketing Code of Practice that prohibits advertising of any of our products to children under the age of 8. Of the brands currently in our portfolio, only one brand, Bubblicious, is advertised to children under 12.

In accordance with the Initiative, Cadbury Adams is prepared to commit to the following pledge:

CORE PRINCIPLES

A. Cadbury Adams is prepared to commit, no later than March 31, 2008, to either;

- (1) no longer advertise the Bubblicious brand in any medium, including Television, Radio, Internet Print advertising, primarily directed to children under 12 (defined as where the majority, or over 50%, of the audience is made up of children under 12) OR

- (2) will 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.

- o TV, Print Advertising and Promo Radio– at least 50% GRPs will be devoted to advertising featuring a healthy dietary option
- o Internet, Interactive Games – at least 50% of estimated impressions of online advertising on other websites would be devoted to featuring healthy dietary options; Brand website, theultimatebubble.com will prominently feature healthy dietary options and/or healthy messaging; interactive games will only be used consistent with the terms of the Initiative.

B.Cadbury Adams will not allow product placement of Bubblicious in medium primarily directed to kids under 12.

C.Cadbury Adams will not advertise Bubblicious in schools.

The licensed character portion of the Initiative is currently not applicable to Bubblicious / Cadbury Adams. In the event it does become applicable, Cadbury Adams will conform to the terms of the Initiative and will in particular only use licensed characters in connection with products that qualify as a healthy dietary option under the terms of the Initiative.

We have attached an example of our Bubblicious packaging indicating the product's name, nutritional labeling and ingredient list. Possible example of healthy dietary choice product would include sugar free product and/or package sizes offering less than 100 calories.

GENERAL

We anticipate that we can commence activities in accordance with our Pledge, no later than March 31, 2008.