Nestlé USA’s Amendment to 2010 CFBAI Pledge

Nestlé USA
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Nestlé USA is formally amending its 2010 Children’s Food and Beverage Advertising Initiative Pledge as follows:

- **Contact Names:** Scott Remy and Bridgette Vega shall be removed as the individuals responsible for overall implementation of the Pledge and replaced as follows:
  
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- **New CFBAI-Developed Uniform Nutrition Criteria**
  
  As of January 1, 2014, Nestlé USA hereby adopts the new CFBAI-developed uniform nutrition criteria. To the extent that Nestlé USA advertises to children, it will do so in compliance with these newly developed criteria.

- **Removal of Products**
  
  Remove the following from the list of brands advertised to children, effective as of January 1, 2014:

  - **100% Fruit Juice**
    - Nestlé® Juicy Juice® 100% juice (all flavors)
  
  - **Juice Beverages**
• Nestlé® Juicy Juice® Fruitifuls® (Apple Quench, Berry Cherry Burst, Orange Strawbana Blast, and Punch Splash)

o Remove the following from the list of brands advertised to children, effective as of March 31, 2014:

  ▪ **Ready-to-Drink Milk**
    • Nesquik® Calcium Fortified Lowfat Milk
    • Nesquik® Calcium Fortified Lowfat Chocolate Milk
    • Nesquik® Chocolate Lowfat Milk - No Sugar Added
  
  ▪ **Chocolate Flavored Milk Powder**
    • Nesquik® Powder Chocolate – 25% Less Sugar
    • Nesquik® Powder Chocolate – No Sugar Added

Until such time, the only advertising that Nestlé USA will engage in to children under age 12 for these products will be through the nesquik.com<http://nesquik.com> website. It should also be noted that the chocolate flavored milk powder product (25% less sugar) depicted at this website meets the new CFBAI-developed uniform nutrition criteria when prepared with fat-free milk.