

October 23, 2012

Elaine Kolish  
Vice President and Director, Children's Food and Beverage Advertising Initiative  
Council of Better Business Bureaus, Inc.  
3033 Wilson Boulevard, Suite 600  
Arlington, VA 22201

Re: Kraft Foods Group, Inc. and Mondelēz Global LLC

Dear Elaine,

As you know, Kraft Foods recently underwent a corporate reorganization resulting in two unaffiliated companies: Kraft Foods Group, Inc. and Mondelēz Global LLC ("Mondelēz International"). Throughout 2012, the brands now in Mondelēz International have been governed by the Kraft CFBAI pledge, and Mondelēz International is committed to complying with the Kraft pledge through the end of the year. This commitment will not be difficult as most media was purchased while the company was whole and Mondelēz International employees are very familiar with the Kraft pledge. Mondelēz International will join CFBAI with its own pledge commencing January 1, 2013. Kraft will file an amended product list, excluding the Mondelēz International brands, also effective January 1, 2013. In addition, Mondelēz International will be filing a separate 2012 annual report for its brands. Kraft's 2012 report will not cover the brands that are now part of Mondelēz International.

Please feel free to reach out to us with any questions.

Very truly yours,

  
Sharon Kohn  
On behalf of Kraft Foods Group, Inc.

 10.23.2012  
Joy Fontaine  
On behalf of Mondelēz Global LLC