



January 19, 2010

## **Kraft Foods To Host Investor Conference Call To Discuss Recommended Final Offer for Cadbury plc**

**Analyst and Investor Conference. Call Today at 8:00 a.m. EST/7:00 a.m. CST/1:00 p.m. GMT on Tuesday, Jan. 19, for U.S. and U.K. investors**

NORTHFIELD, Ill., Jan 19, 2010 /PRNewswire via COMTEX/ -- Kraft Foods Inc. (NYSE: KFT) will be conducting an analyst and investor conference call today to discuss its recommended final offer for Cadbury plc (LSE: CBRY). The company will hold the call today at 8:00 a.m. EST/7:00 a.m. CST/1:00 p.m. GMT. Chairman and Chief Executive Officer Irene B. Rosenfeld and Timothy McLevish, Chief Financial Officer, will be presenting on the call.

Participants can access the Tuesday, Jan. 19 conference call by dialing +1 866 966 5335 in the U.S., 0800 358 6540 in the UK and +44 207 663 4861 elsewhere. A replay of the conference call will be available approximately two hours following the conclusion of the call. It can be accessed by dialing +1 866 583 1039. Callers in locations other than the U.S. can access the replay by dialing +44 208 196 1998. All callers can use the conference code 7973201#.

For information on the recommended final offer, please go to [www.transactioninfo.com/kraftfoods](http://www.transactioninfo.com/kraftfoods).

### **FORWARD-LOOKING STATEMENTS**

This announcement contains forward-looking statements regarding Kraft Foods' recommended offer to combine with Cadbury. Such statements include, but are not limited to, statements about the benefits of the proposed combination and other such statements that are not historical facts, which are or may be based on Kraft Foods' plans, estimates and projections. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond Kraft Foods' control, that could cause Kraft Foods' actual results to differ materially from those indicated in any such forward-looking statements. Such factors include, but are not limited to, failure to obtain necessary regulatory approvals or required financing or to satisfy any of the other conditions to the offer, and the risk factors, as they may be amended from time to time, set forth in Kraft Foods' filings with the US Securities and Exchange Commission ("SEC"), including the registration statement on Form S-4, as amended from time to time, filed by Kraft Foods in connection with the offer, Kraft Foods' most recently filed Annual Report on Form 10-K and subsequent reports on Forms 10-Q and 8-K. Kraft Foods disclaims and does not undertake any obligation to update or revise any forward-looking statement in this announcement, except as required by applicable law or regulation.

### **ADDITIONAL U.S.-RELATED INFORMATION**

This announcement is provided for informational purposes only and is neither an offer to purchase nor a solicitation of an offer to sell shares of Cadbury or Kraft Foods. Kraft Foods has filed a registration statement and tender offer documents with the SEC, which will be amended to reflect the terms of the recommended offer, and Cadbury will file an amendment to its solicitation/recommendation statement on Schedule 14D-9 in connection with the recommended offer. **Cadbury shareholders who are U.S. or Canadian residents and holders of Cadbury American Depositary Shares, wherever located, should read those filings, and any other filings to be made by Kraft Foods and Cadbury with the SEC in connection with the recommended offer, as they will contain important information.** Those documents, when available, as well as Kraft Foods' other public filings with the SEC, may be obtained without charge at the SEC's website at <http://www.sec.gov> and at Kraft Foods' website at <http://www.kraftfoodscompany.com/>.

make today delicious -

SOURCE Kraft Foods Inc.