



January 13, 2010

Kraft Foods Foundation Sends Aid to Haiti to Help Families in Need

Foundation Makes Cash Donation to Support Families Affected by the Earthquake

NORTHFIELD, Ill., Jan 13, 2010 /PRNewswire via COMTEX/ -- The Kraft Foods Foundation announced today it has partnered with the American Red Cross to donate \$25,000 to help provide relief to victims of the earthquake in Haiti.

"Donations are especially important after a disaster strikes," said Nicole Robinson, Vice President, Kraft Foods Foundation. "Bringing comfort to the communities, especially during a time of tremendous need, makes an immediate positive difference in their lives." she adds.

Since 2000, Kraft Foods has contributed more than \$11 million in cash and products for humanitarian aid to different locations worldwide. And over the last five years, Kraft Foods has donated more than \$100 million in cash and \$300 million worth of food to hunger relief and healthy lifestyle projects around the world.

About Kraft Foods

Kraft Foods (www.kraftfoodscompany.com) makes today delicious in 150 countries around the globe. Our 100,000 employees work tirelessly to make delicious foods consumers can feel good about. From American brand icons like *Kraft* cheeses, dinners and dressings, *Maxwell House* coffees and *Oscar Mayer* meats, to global powerhouse brands like *Oreo* and *LU* biscuits, *Philadelphia* cream cheeses, *Jacobs* and *Carte Noire* coffees, *Tang* powdered beverages and *Milka*, *Côte d'Or*, *Lacta* and *Toblerone* chocolates, our brands deliver millions of smiles every day. Kraft Foods is the world's second largest food company with revenues of \$42 billion in 2008. The company is a member of the Dow Jones Industrial Average, Standard & Poor's 500, the Dow Jones Sustainability Index and the Ethibel Sustainability Index.

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