



January 15, 2010

Kraft Foods Employees Honor Dr. Martin Luther King Jr.'s Legacy Across the Country

Kraft Foods Foundation Offers a Special Matching Gift Program to Sweeten the Honor; And Works with Organizations to Send Relief to Haiti

NORTHFIELD, Ill., Jan 15, 2010 /PRNewswire via COMTEX/ -- Either by giving time or money, Kraft Foods employees are helping communities in need across the country. From packing food at food pantries to painting schools, employees will be able to volunteer their time in Chicago, Madison, Wis., East Hanover, N.J., and Tarrytown, N.Y.

The Kraft Foods Foundation will supplement the generosity of employees with a special 2:1 matching gift program, from Jan. 18 through Jan. 22, up to \$250,000.

"We're honoring the legacy of Dr. Martin Luther King Jr. and reinforcing the commitment to help those in need by encouraging employees across the country to volunteer and make a difference in their communities," said Nicole Robinson, Director, Community Involvement.

Up to \$500,000 to Support Relief in Haiti

Responding to the severity of the disaster in Haiti, the Kraft Foods Foundation has increased its donation to \$200,000. In addition, the Kraft Foods Foundation will match employees' donations on a 2:1 basis up to \$100,000, bringing the total matching component to \$300,000. The total donation of up to \$500,000 will help the American Red Cross, Save the Children, CARE and UN World Food Programme support relief efforts in Haiti.

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*, *Cote 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.

make today delicious -

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