



October 12, 2012

## **Kraft Foods Named To Carbon Disclosure Project's Leadership Index**

### **Company Also Recognized as Maplecroft Climate Innovation Index Leader**

NORTHFIELD, Ill., Oct 12, 2012 /PRNewswire via COMTEX/ -- The [Carbon Disclosure Project \(CDP\)](#) has commended Kraft Foods for its approach to climate change disclosure - adding the company to the Carbon Disclosure Leadership Index for the first time - and joining the top scoring 10 percent of the world's companies in the Global 500 and S&P 500. Kraft Foods is the only U.S.-based food company on the Leadership Index.

In addition, Maplecroft Climate Innovation Indexes (CIIs) listed Kraft Foods as a CII Leader - placing it in the 100 top-performing companies in its benchmark of the largest 350 U.S. companies. Maplecroft is a leading source of global risks analysis and its CII measures carbon management, mitigation, emissions reductions, innovation and adaptation.

"We hold the Carbon Disclosure Project in high regard," said Steve Yucknut, Vice President, Sustainability. "Making the CDP's Leadership Index is evidence of the important changes we've made and actions we've taken, which we'll continue and improve upon."

The Carbon Disclosure Leadership Index recognizes companies that demonstrate good internal data management practices for understanding greenhouse gas emissions, including energy use. Companies that make this index have also demonstrated clear consideration of how climate change impacts their business.

### **About Carbon Disclosure Project**

The Carbon Disclosure Project (CDP) is an independent not-for-profit organization holding the largest database of primary corporate climate change information in the world. Thousands of organizations across the world's largest economies now measure and disclose their greenhouse gas emissions and climate change strategies through CDP, in order that they can set reduction targets and make performance improvements. This data is gathered on behalf of 534 institutional investors, with combined assets under management in excess of \$64 trillion, as well as purchasing organizations and government bodies and made available for integration into business and policy decision making. For more information visit <http://www.cdproject.net/>.

### **About Maplecroft**

Maplecroft is a leading source of global risks analysis. It researches, indexes and maps over 500 risks and issues to identify exposures and opportunities in both countries and companies. Its products and services are a vital resource for businesses and investors requiring analysis and insight into complex political, economic, social and environmental risks. For more information, visit <http://www.maplecroft.com/>.

### **About Kraft Foods**

Kraft Foods relies on the ability of the earth to produce the raw materials used every day to make its products. Conducting business in a way that respects the intersection of environmental, social and economic responsibility is the right thing to do and it makes good business sense. With this approach, Kraft Foods is making a delicious difference and building a better world. For more information on our responsibility efforts, please visit [www.kraftfoodscompany.com/responsibility](http://www.kraftfoodscompany.com/responsibility) and <http://www.kraftfoodsbetterworld.com/>

Kraft Foods is building a global snacks powerhouse and an unrivaled portfolio of brands people love. With annual revenues of approximately \$48 billion, the company is the world's second largest food company, making delicious products for billions of consumers in approximately 170 countries. The portfolio includes 11 iconic brands with revenues exceeding \$1 billion - *Oreo*, *Nabisco* and *LU* biscuits; *Milka* and *Cadbury* chocolates; *Trident* gum; *Jacobs* and *Maxwell House* coffees; *Philadelphia* cream cheeses; *Kraft* cheeses, dinners and dressings; and *Oscar Mayer* meats. Approximately 70 brands generate annual revenues of more than \$100 million. Kraft Foods ([www.kraftfoodscompany.com](http://www.kraftfoodscompany.com); NYSE: KFT) is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.

**- make today delicious -**

Available Topic Expert(s): For information on the listed expert(s), click appropriate link.

Steve Yucknut

[http://www.profnetwork.com/steve\\_yucknut](http://www.profnetwork.com/steve_yucknut)

SOURCE: Kraft Foods