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Kraft Foods on Dow Jones Sustainability Index Seventh Year in a Row

NORTHFIELD, Ill., Sept. 9, 2011 /PRNewswire via COMTEX/ -- Kraft Foods (NYSE: KFT) has been named to the Dow Jones Sustainability Index for the seventh year in a row on the North America Index and sixth year running on the World Index. This honor recognizes the company's economic, environmental and social performance.

Kraft Foods achieved the food industry's leading scores in Innovation Management, Packaging, Corporate Governance, Risk & Crisis Management, and Codes of Conduct/Compliance/Corruption & Bribery. 2011 marks the first year both legacy Kraft Foods and Cadbury businesses were evaluated together as a combined company.

"The Dow Jones Sustainability Index is the gold standard for responsible companies," said Christine McGrath, Vice President, Global Sustainability. "As we continue on our sustainability journey, this is great recognition for our employees' hard work and an equally great incentive for us to continue raising the bar on our performance."

Expanded Sustainability Goals

This spring, Kraft Foods expanded its sustainability goals - building on past success and looking beyond its own walls to include sustainable agriculture and transportation/distribution. By the end of 2015, Kraft Foods plans to*:

- Increase sustainable sourcing** of agricultural commodities by 25 percent
- Reduce energy use in manufacturing plants by 15 percent
- Reduce energy-related CO2 emissions in manufacturing plants by 15 percent
- Reduce water consumption in manufacturing plants by 15 percent
- Reduce waste at manufacturing plants by 15 percent
- Eliminate 50,000 metric tons (100 million lbs) packaging material
- Reduce 80.5 million km (50 million miles) from transportation network

*Measured against total production

**"sustainably sourced" defined as third-party certification or verification

As a food company, 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 makes good business sense and inspires trust in consumers, employees and investors. For more details visit www.kraftfoodscompany.com/deliciousworld and our sustainability web site, <http://www.kraftfoodsbetterworld.com/>.

About the Dow Jones Sustainability Index

Launched in 1999, the Dow Jones Sustainability Indexes (<http://www.sustainability-indexes.com/>) are the first global stock indices tracking financial performance of leading sustainability-driven companies. Updated annually, companies are reviewed based on a thorough analysis of corporate economic, environmental and social performance, assessing issues such as corporate governance, risk management, branding, climate change mitigation, supply chain standards and labor practices. The Dow Jones Sustainability World Index recognizes the top 10 percent of the biggest 2,500 companies worldwide based on long-term economic, environmental and social criteria. The Dow Jones Sustainability North America Index captures the leading 20 percent of the largest 600 North American companies of the Dow Jones Global Index in terms of sustainability.

About Kraft Foods

Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion. Twelve of the company's iconic brands - *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia*, *Tang* and *Trident* - generate revenue of more than \$1 billion annually. On Aug. 4, 2011, Kraft Foods announced plans to divide and create two independent public companies: a high-growth global snacks business with estimated revenue of \$32 billion and a high-margin North American grocery business with estimated revenue of \$16 billion, based on 2010 financial results, adjusted for divestitures. The transaction will take at least 12 months to complete, during which time plans regarding the structure, management, governance and other matters will be

announced. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index. Visit kraftfoodscompany.com and facebook.com/kraftfoodscorporate.

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SOURCE: Kraft Foods