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Kraft Foods Makes Dow Jones Sustainability Index Sixth Year in a Row

Company Updates Progress Against Sustainability Goals

NORTHFIELD, Ill., Sept 09, 2010 /PRNewswire via COMTEX/ -- Kraft Foods (NYSE: KFT) has been named to the Dow Jones Sustainability Index for the sixth year in a row on the North America Index and fifth 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 operational eco-efficiency for a third year in a row, and this year had leading scores in innovation management, codes of conduct/compliance and corporate citizenship/philanthropy.

"Making the Index for the sixth straight year is a fantastic accomplishment and is evidence that all our employees are contributing to our success," said Steve Yucknut, Vice President, Sustainability. "Business teams and functions around the world have fostered empowerment at the grass roots level, which is transforming behaviors and delivering change. And it is this focus, support and enthusiasm that will take us even farther."

Continuing Progress Against Sustainability Goals

Kraft Foods has made steady progress against its aggressive 2011 sustainability goals, using 2005 as a base year and measured against total production:

- 174 million pounds (nearly 80 million kg) of packaging material eliminated (exceeding 150 million pound goal two years early)
- 15 percent reduction in plant energy use (towards a goal of 25 percent)
- 17 percent reduction in plant energy-related carbon dioxide emissions (towards a goal of 25 percent)
- 32 percent reduction in plant water consumption (exceeding 15 percent goal two years early)
- 30 percent reduction in plant waste (doubling goal of 15 percent two years early)

As a food company, Kraft Foods has a history of supporting sustainable agriculture programs. Work with Fairtrade and Rainforest Alliance certification models enables more scale in more locations, accelerating sustainable development. Today, Kraft Foods has more than 15 coffee and cocoa product lines carrying either the Fairtrade or Rainforest Alliance Certified™ marks. And the company provides significant cash and in-kind support for sustainable agriculture programs in farming communities. For more information, please visit www.kraftfoodscompany.com/responsibility to view our Responsibility Report.

About the Dow Jones Sustainability Index

Launched in 1999, the Dow Jones Sustainability Indexes (<http://www.sustainability-indexes.com/>) are the first global stock indexes 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 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 details on the company's sustainability focus and progress, please visit <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; 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 -

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Steve Yucknut

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