



Kraft Canada's Food For Families Brings Awareness to Capacity Concerns of Canada's Food Banks

Through a simple online signature, Canadians can help food banks meet the needs of Canadians today and tomorrow

TORONTO, ON – November 7, 2011 – On the heels of Food Banks Canada's startling 2011 *Hunger Count* Report that shows food bank use remains in high demand, Kraft Canada is introducing *Kraft Food for Families*. This unique program was designed in partnership with Food Banks Canada and will enable Canadians to help improve access to food for those in need, throughout the holiday season and beyond.

By simply signing their name online at www.kraftassists.ca, Canadians can support the growing needs of their community, neighbours, and friends. For each virtual signature received between now and January 31, *Kraft Food for Families* will donate \$1 to help one of 30 local food banks in need. These funds will help pay for resources food banks need to serve their community over the long term, including freezers, shelves and storage rooms. Food banks also may use the funds to purchase food to meet immediate community needs. In addition, the food bank that receives the most online support will receive an additional \$10,000 in support from *Kraft Food for Families*.

"Hunger is a serious issue in Canada today and we need programs that will help our food banks better serve their communities all year long, not just during the busy holidays," said Katharine Schmidt, Executive Director, Food Banks Canada. "Crucial resources that help address our capacity issues, like gas money to make deliveries and improved facilities for safe food storage, are often forgotten. *Kraft Food for Families* not only addresses this need, but makes it easy and free for Canadians to get involved. We are grateful for Kraft's support."

Participating food banks, from Victoria, British Columbia to Marystown, Newfoundland, will be rallying their communities throughout the duration of the program. For support, some will throw local events to generate awareness while others will canvas for online signatures or partner with local organizations to help spread the word. A full list of the participating food banks is available at www.kraftassists.ca.

"As Canada's leading food company, Kraft Canada is committed to enabling Canadians to make a difference locally – especially when that difference involves helping to fight hunger," said Dino Bianco, president, Kraft Canada. "With *Kraft Food for Families*, we are simplifying the act of giving back and supporting food banks in their quest to have a direct impact in communities across Canada."

How it Works

To participate, all Canadians have to do is sign their name online at www.kraftassists.ca and select one of 30 participating local food banks. For every virtual signature, *Kraft Food for Families* will donate \$1 on the person's behalf to that food bank and up to \$50,000 for the program. People can sign their name once a day, every day, until January 31.

In addition to the \$1 donation per signature, the food bank with the most names will also receive an additional \$10,000 donation from *Kraft Food for Families*, to go towards long-term resource needs. Each food bank will rally their community to raise as many online signatures as possible, further raising awareness for the cause.

Visit www.kraftassists.ca for more information and to participate.

About Food Banks Canada

Food Banks Canada is the national charitable organization representing the food bank community across Canada. Our Members, Affiliate Member food banks, and their respective agencies serve approximately 85 per cent of people accessing emergency food programs nationwide. Our mission is to meet the short-term need for food and find long-term solutions to reduce hunger. Please visit www.foodbanksCanada.ca for more information.

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 and a high-margin North American grocery business. 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 www.kraftfoodscompany.com and www.facebook.com/kraftfoodscorporate.

-30-

For more information, please contact:

Jennifer Zed

jennifer.zed@edelman.com

416.849.2839