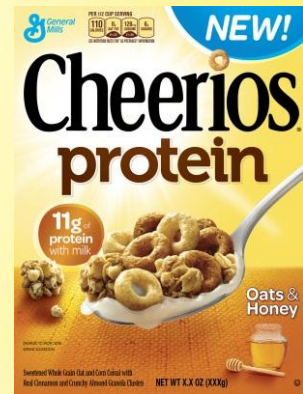
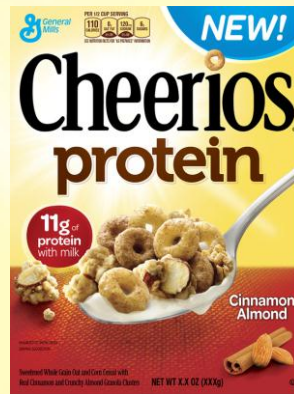


CheeriosTM protein

Items: CheeriosTM Protein

- Oats & Honey
- Cinnamon Almond

Start Ship: 5/22/2014



Consumers Seeking Protein Benefit

- 57% of the population are seeking protein benefits¹
- Morning snack and breakfast are highest desired occasions for sustained energy²
- Protein is a significant opportunity in cereal and the Cheerios "O" + crunchy granola cluster delivers a great tasting protein cereal that has all-family appeal

Long-Lasting Energy the Whole Family Will Love

- Toasted whole grain "O"s combined with crunchy granola clusters in two irresistible flavors that provide long-lasting energy your whole family will love
- Strong consumer product liking scores for both adults and kids³
- Consumers describe as great-tasting, crunchy, and delicious⁴

Great Start to the Day

- 11g of protein with milk, a good source of protein
- Good source of Fiber
- More than half your daily recommended whole grains (*at least 48 grams recommended daily)
 - 29g whole grain in Oats & Honey
 - 27g whole grain in Cinnamon Almond
- 13 vitamins and minerals

Sources:

¹ NPD Group Dieting Monitor, Feb 2011

² The Hartman Group Health and Wellness 2010 Q32 [2010]

³ Confirmatory CLT Dec 30-31 2013, Food Perspectives Inc

⁴ Focus Groups Dec 30-31 2013 run through Confirmatory CLT, Food Perspectives Inc