

General Mills Launches Cheerios™ Protein
New Cheerios Protein Oats & Honey and Cinnamon Almond Flavored Cereals
Help Families Fuel their Day with Protein

MINNEAPOLIS – May 28, 2014 –Today, America’s No. 1 cereal, Cheerios announces the launch of Cheerios Protein – a family-friendly way for mom and dad to help their kids start the day on the right foot with 11g of protein with milk.

On a typical morning, 1 in 4 (26 percent) American families admit they are always running in a million directions and rushing out the door, according to a recent survey conducted by KRC Research for Cheerios Protein. While nearly 9 out of 10 (89 percent) parents see the importance of starting the day with a protein-rich breakfast, more than half (51 percent) admit there isn’t time to prepare it.

Cheerios Protein offers a smart solution that can fit into these busy mornings by giving your family a kick-start to their day with long-lasting energy.

Even in the midst of busy schedules and conquering the day, parents in the U.S. are conscious about the importance of ensuring protein is a part of their family’s diet. Half of parents surveyed include protein in their family’s meals because it makes up a well-balanced diet, but 70 percent don’t believe they’re getting enough protein in the morning, making Cheerios Protein, the perfect go-to solution for all families.

Cheerios Protein combines toasted “O”’s with crunchy granola clusters in two flavors: Oats & Honey and Cinnamon Almond.

- Cheerios Protein Oats & Honey includes oats and honey sweetened whole grain oat cereal with crunchy oat granola clusters and real honey
- Cheerios Protein Cinnamon Almond combines sweetened oats and whole grain corn cereal with crunchy almond granola clusters and real cinnamon.

“Parents are looking for breakfast options that not only provide long-lasting energy, but also something their entire family will enjoy at times that are right for them,” said Matt McQuinn, senior marketing manager, Big G Cereal New Products. “Cheerios Protein offers the benefits that go along with starting the day with 11g of protein and the great taste of Cheerios that kids and parents already know and love.”

More than half of the population is seeking protein benefits¹ and breakfast is one of the highest desired occasions for sustained energy². With 11g of protein with milk, 13 vitamins and minerals, more than

¹ NPD Group Dieting Monitor, Feb 2011

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

half your daily value of whole grain (48g whole grain recommended daily), and a good source of fiber, Cheerios Protein provides long-lasting energy for the entire family

Cheerios Protein is available at retailers nationwide in 14.1oz. boxes.

The *Cheerios Protein Survey* was conducted online among a sample of 1,002 parents with children age newborn to 17 years old. Parent respondents were adults age 18 years of age and older. The survey was conducted on behalf of Cheerios Protein by KRC Research and was live from May 6 – 12, 2014.

About Cheerios

Cheerios, America's No. 1 cereal, debuted in 1941 as Cheerioats. The nation's first ready-to-eat oat cereal has since become one of the most trusted and recognized brands in America. In fact, one of every 10 boxes of cereal sold in America is a box of Cheerios. General Mills' popular franchise includes Cheerios, Honey Nut Cheerios, Multi Grain Cheerios, Multi Grain Cheerios Peanut Butter, Chocolate Cheerios, Frosted Cheerios, Fruity Cheerios, Apple Cinnamon Cheerios, Dulce de Leche Cheerios, Berry Burst Cheerios, Yogurt Burst Cheerios, Banana Nut Cheerios and Honey Nut Cheerios Medley Crunch. Cheerios also has a publishing division that includes the popular Cheerios Play Books and other activity books. For more information, go to www.cheerios.com.

About General Mills

General Mills is one of the world's leading food companies, operating in more than 100 countries around the world. Its brands include Cheerios, Fiber One, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minn., USA, General Mills had fiscal 2013 worldwide sales of US \$17.8 billion.

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¹ NPD Group Dieting Monitor, Feb 2011

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