

**Children’s Food and Beverage Advertising Initiative**  
**Pledge by**  
**The Dannon Company, Inc.**  
**Effective January 1, 2015**

The Dannon Company is America’s founding national yogurt company and continually leverages its expertise to develop and market innovative cultured fresh dairy products in the United States. Headquartered in White Plains, New York, Dannon has plants in Minster, OH, Fort Worth, TX, West Jordan, UT, and Portland, OR, which make more than 200 different flavors, styles and sizes of cultured refrigerated and frozen dairy products to serve the diverse needs of its retail and foodservice customers. Dannon brings health through food to as many people as possible via its wide offering of delicious fresh and frozen yogurts. Dannon is a subsidiary of Danone, one of the world’s leading producers of packaged foods and beverages, and Dannon is the top-selling brand of yogurt products worldwide, sold under the names Dannon and Danone. The mission of Danone is to bring health through food to as many people as possible. Danone is a member of the Dow Jones Sustainability Index and is also a recognized leader for its contributions to nutrition and health.

With a strong commitment to high-quality, nutritious great-tasting and innovative products, The Dannon Company has a long history of encouraging healthy eating and healthy living.

*"At the very heart of DANONE, a core belief is that food plays a major role in promoting well-being and health in everyone. We believe that the food industry is an actor with a role to play in the field of public health. That is why we continually strive to enhance the nutritional quality of our products, to invest in research, and to develop information and educational programs aimed at promoting the virtues of physical activity and a balanced diet." - Franck Riboud, Chairman and CEO, Danone*

As an extension and expression of its commitment to health and wellness, The Dannon Company, Inc. is pleased to continue its commitment to The Children’s Food and Beverage Advertising Initiative (CFBAI). THE CFBAI through its self-regulatory program is a leader in the United States in marshalling the most forward-thinking food and beverage companies to pledge to encourage healthier dietary choices and healthy lifestyles in advertising to children under twelve. This document provides a detailed description of The Dannon Company, Inc. pledge.

A. Identifying Information

1. Corporate name and address.  
The Dannon Company, Inc.

100 Hillside Avenue  
White Plains, New York 10603

2. Name and contact information of individuals responsible for overall implementation of the Pledge.
  - a. Philippe Caradec, Vice President Corporate Affairs
  - b. Penelope Barnett, Esq., Associate General Counsel, Food Law/Product Compliance
3. Name of the specific entity or entities covered by the Pledge.

The Dannon Company, Inc.
4. Name of each brand and/or product line that is covered by the Pledge.

Products Marketed and Advertised by The Dannon Company, Inc. in the United States of America.

B. Core Principles

1 - Advertising Messaging principle.

a - Children Under 6

The Dannon Company, Inc. pledges not to advertise any product regardless of the product's nutrient profile in any venue or media primarily directed at children under 6 years of age.

b - Children under 12

The Dannon Company, Inc. pledges to devote 100% of "covered advertising" primarily directed to children under 12 years of age to products that represent healthy dietary choices in accordance with the CFBAI Category Specific Uniform Nutrition Criteria (July 2011) ("Uniform Nutrition Criteria") [The CFBAI Nutrition Criteria can be found at: <http://www.bbb.org/us/storage/0/Shared%20Documents/White%20Paper%20on%20CFBAI%20Uniform%20Nutrition%20Criteria%20July%202011.pdf>. ]

"Covered advertising" is defined as advertising primarily directed to children under 12 in the following media:

Measured Media.

- Television
- Radio
- Print
- Internet (third-party websites).

Child-Directed Content.

- Company-owned websites or micro-sites primarily directed to children under 12.
- Video and computer games that are rated “Early Childhood” or “EC,” which are inherently primarily directed to children under 12, and other games that are age-graded on the label or packaging as being primarily directed to children under 12.
- DVDs of movies that are rated “G” whose content is primarily directed to children under 12, and other DVDs whose content is primarily directed to children under 12.

Mobile Media and Word of Mouth.

- Cell phones,
- PDAs, and
- Through word of mouth.

c - Compliance with the Advertising Message principle:

The Dannon Company, Inc. will not advertise any product regardless of the product’s nutrient profile in television, radio, print and internet venues where children under 6 years of age represent 35% or more of the audience.

The Dannon Company, Inc. will restrict its advertising in television, radio, print and internet venues where children under 12 represent 35% or more of the audience to only products that comply with the Uniform Nutrition Criteria.

All television, radio, print and internet communications undergo a thorough review by both Dannon’s Legal and Corporate Affairs Departments to ensure compliance with applicable laws, regulations and Company’s self imposed principles. The details of this Pledge will be incorporated in the compliance review from the date of implementation onward.

Marketing and other personnel responsible for developing or implementing television, radio, print and internet communications attends regular training by both the Legal and Corporate Affairs Departments. The details of this Pledge have been incorporated in the training programs since the date of implementation of the initial pledge.

d - Measurement and Calculations

Audience demographic calculations will be measured in media impressions primarily directed to specific demographic groups at the time the advertising is purchased, as determined by,

- Nielsen ratings for national and local television,
- MSA (Management Science Associates, Inc.) for cable television ratings,
- Arbitron ratings for radio,
- Audit Bureau of Circulation and MRI (Mediamark Research Inc.) for print,
- Comscore MediaMetrix for specific internet site traffic and unit impressions, as well as, historical keyword activity over various search engines for internet sites. Dannon will use historical and target audience data to determine audience of Dannon owned websites.

Dannon monitors, through its agency, ratings and audience demographics on a regular basis as available to ensure that it is aware of any changes in programming and/or audience. Dannon's media buying agency is aware of the CFBAI Pledge and works with Dannon to adjust media buys on an on-going basis to ensure compliance with the Pledge.

2 - Licensed Character principle

The Dannon Company, Inc. will use third-party licensed characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children under 12 only for products that meet the Uniform Nutrition Criteria.

3 - Product Placement principle.

The Dannon Company, Inc. will implement the Product Placement principle by not paying for, or seeking out promotional product placement (i.e., embedding Dannon's products within program/editorial content, as distinguished from sponsorship) for products, regardless of their nutrition profile, in any medium directed primarily to children under 12 years of age. Dannon does not currently engage in this type of marketing primarily directed to children under 12 years of age.

4 - Interactive Game principle.

The Dannon Company, Inc. commits that, in any interactive game on company-owned websites primarily directed to children under 12 where Dannon's products are incorporated into the game, the interactive game incorporates or is accompanied only by products meeting the Uniform Nutrition Criteria.

The Dannon Company, Inc. commits that it will not incorporate any product regardless of its nutrition profile in any interactive game on company-owned website primarily directed to children under 6 years of age.

### 5 - Advertising in Schools principle.

The Dannon Company, Inc. commits to not advertising its branded products in elementary schools, pre-K through 6<sup>th</sup> grade. This limitation does not apply to displays of food products, charitable fundraising activities, public service messaging, or items provided to school administrators, teachers or other school personnel.

### 6 - Implementation schedule.

The revised principles and commitments described in this Pledge are effective on January 1, 2015.

## C. Supporting Data

### Products that meet the Uniform Nutrition Criteria.

Appendix A<sup>i</sup> includes a list of the products that meet the Uniform Nutrition Criteria that is the basis of this Pledge, including the relevant nutrition information for each product.

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<sup>i</sup> Appendix A – Dannon products meeting the Uniform Nutrition Criteria as of November 2014

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APPENDIX A  
Dannon products meeting the Uniform Nutrition Criteria