Post Foods, LLC ("Post") is proud to continue our participation in the CFBAI and further our mutual goal of changing the nutritional profile of food and beverage products advertised to children. We believe that CFBAI and its members can positively impact American children by helping to promote healthy dietary choices and healthy lifestyles. Post acknowledges the importance of responsible marketing to children and has developed this Pledge to publicly demonstrate our continuing commitment to meet the high standards set forth herein.

A. Identifying Information

1. Corporate name and address:

   Post Foods, LLC
   20802 Kensington Blvd
   Lakeville, MN 55044
   1-800-431-POST
   http://postfoods.com/about-us/contact-us

2. Contact information of an individual(s) responsible for Pledge implementation:

   Roxanne Bernstein
   Chief Marketing Officer
   952-322-8000

3. Name of the specific entity covered by the Pledge

   Post Foods, LLC

4. Name of each brand and/or product line that is covered by the Pledge

   Our Pledge covers all Post cereal brands.

B. Core Principles

1. Overview of Post’s Pledge:

   • Post will not target any advertising to children less than 6 years of age.
   • Post will only advertise products meeting the nutritional standards set forth in the CFBAI Category Specific Uniform Nutrition Criteria ("Uniform Nutrition Criteria") in advertising directed at children aged 6 through 11.
   • Post will follow this guideline for all products, in all media primarily directed at children aged 6 through 11.
   • Although Post’s advertising directed at children aged 6 to 11 will only feature products meeting the Uniform Nutrition Criteria, Post will continue to have selected advertising that imparts healthy lifestyle messages.
   • Post’s Pledge (as revised) will take effect January 1, 2018. Post, both on our own and through predecessor organizations, has been following similar guidelines since CFBAI’s inception.
2. Description of how Post intends to comply with the percentage requirement of the Advertising Message principle:
   
a. Percentage of child-directed ads to be based on the Uniform Nutrition Criteria:
      
      • 100% of Post’s child directed ads (television, print, radio and Internet) will be based on the Uniform Nutrition Criteria.

b. Description of how Post intends to comply with the percentage requirement of the Advertising Message principle:
      
      • Post will not advertise in any medium (television, print, radio, Internet) where 35% or more of the total target audience (viewers, visitors, etc.) is under 6.
      • For all media where 35% or more of the expected audience is composed of children under 12, Post will only advertise products meeting the nutritional standards set forth in the Uniform Nutrition Criteria.
      • In addition, even if less than 35% of the audience of a particular program or website is comprised of children under 12, Post will only advertise products meeting the Uniform Nutrition Criteria during programs targeted to children under 12. To determine if a program is targeted to children under 12, Post will review factors similar to the standards promulgated by the Children’s Advertising Review Unit of the Council of Better Business Bureaus (“CARU”), including: (a) whether the content of the medium in which the advertisement appears is intended for children under 12; and (b) whether the advertisement appears during, or just before or after, a television program aired during what is generally understood to be children’s programming, considering the time of day during which the advertisement appears and the media outlet.
      • To measure audience demographics Post will use AC Nielsen ratings for television; Mediamark Research Inc. for print; Arbitron for radio; and Comscore Key Measures for Internet.

c. Child-Directed Content – the Advertising Message principle also applies to advertising that is primarily directed to children on:
      
      • Post 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; and
      • DVD’s of movies that are rated “G” whose content is primarily directed to children under 12, and other DVD’s whose content is primarily directed to children under 12.

d. Mobile Media and Word of Mouth - the Advertising Message principle also applies to advertising that is primarily directed to children under 12 on cell phones, PDAs, and through word of mouth.¹

e. The proposed method by which Post intends to measure advertising on Post-owned websites:
      
      • Post measures its own websites using AC Nielsen and the context of the content on the site.
      • Post’s websites are not directed to children under 6.

¹ Word of mouth advertising refers to advertising where Post provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to promote consumption of our products or to promote discussion of such products and the advertising is primarily directed to children under 12.
3. The manner by which Post intends to implement the Licensed Character principle (as revised):
   - Post will continue to only use Licensed Characters, celebrities (including athletes) and movie tie-ins in advertising primarily directed to children under 12 in connection with products that meet the nutrition standards detailed in the Uniform Nutrition Criteria.

4. A description of the manner by which Post intends to implement the Product Placement principle:
   - Post has informed our advertising agencies and other media procurement consultants that it is Post’s policy to not pay for or actively seek to place our products in the program or editorial content of any medium primarily directed to children under 12.

5. A description of the manner by which Post intends to implement the Interactive Games principle:
   - Any interactive game (in whatever format, online, disk or cartridge) primarily directed to children under 12 will only utilize our products that meet the nutrition standards set forth in the Uniform Nutrition Criteria.

6. A description of the manner by which Post intends to implement the Advertising in Schools principle:
   - Post does not advertise in elementary schools.

7. An implementation schedule for each commitment set forth in Post’s Pledge:
   - Post’s Pledge will take effect immediately.

B. Supporting Data

   Please see Exhibits for a product-by-product listing. Post will provide new/revised exhibits as products are added/reformulated.

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2 This limitation does not apply to displays of food and beverage products, charitable fundraising activities, public service messaging, or items provided to school administrators for their personal use, and charitable donations to schools.