



FOR IMMEDIATE RELEASE

Contacts: Jamie Gudenau
212-679-6600, Ext. 253
jgudenau@hunterpr.com

Joyce Hodel
847-646-6938
jhodel@kraft.com

EXPLODE TEXAS STADIUM

KRAFT Macaroni & Cheese Searches for Dynamite Kid to Push Detonation Button

GLENVIEW, IL – January 7, 2010 – Want to add some explosive fun to your life? Here's your chance. *KRAFT* Macaroni & Cheese CHEDDAR EXPLOSION is searching for one dynamite kid to be the Grand Marshall of the most explosive event of 2010, the explosion of Texas Stadium. One lucky kid who has made a positive, explosive difference in their community will win the chance to push the button that detonates Texas Stadium in Irving, TX. This event supports the launch of CHEDDAR EXPLOSION, the newest *KRAFT* Macaroni & Cheese that will hit shelves in early 2010.

To enter the contest, dynamite kids (ages 9-12) need to tell us a story about a positive, explosive impact they have made to better their community by sending in a 300 words or less essay and a picture illustrating their story. The contest entry period is from January 7, 2010 until February 5, 2010, when all entries must be received.

To honor the importance of giving back to your community, *KRAFT* Macaroni & Cheese will be making a charitable financial donation and a food donation to local charities in Irving, TX.

"We're thrilled to reward one lucky kid who positively impacted their community with the opportunity to detonate Texas Stadium in Irving, TX," said Eileen Rosenfeld, Senior Brand Manager, *KRAFT* Macaroni & Cheese. "The Texas Stadium explosion is a great way to launch our new product, CHEDDAR EXPLOSION, with one of the biggest bangs in 2010."

"The implosion of Texas Stadium starts a new chapter for Irving," said Irving Mayor Herbert A. Gears. "We are excited to partner with such a major national player in launching that new story and believe Kraft Foods' promotional efforts will really set the stage for the excitement we see."

For more information on entering the contest and the official rules, please visit:
<http://www.projectcheddarexplosion.com>.

For more information on redevelopment in Irving, TX, please visit:
<http://www.crossroadsdfw.com>.

About Kraft Foods

Kraft Foods (www.kraftfoodscompany.com) makes today delicious in 150 countries around the globe. Our 100,000 employees work tirelessly to make delicious foods consumers can feel good about. From American brand icons like *Kraft* cheeses, dinners and dressings, *Maxwell House* coffees and *Oscar Mayer* meats, to global powerhouse brands like *Oreo* and *LU* biscuits, *Philadelphia* cream cheeses, *Jacobs* and *Carte Noire* coffees, *Tang* powdered beverages and *Milka*, *Côte d'Or*, *Lacta* and *Toblerone* chocolates, our brands deliver millions of smiles every day. Kraft Foods (NYSE: KFT) is the world's second largest food company with 2008 revenues of \$42 billion. The company is a member of the Dow Jones Industrial Average, Standard & Poor's 500, the Dow Jones Sustainability Index and the Ethibel Sustainability Index.

— make today delicious —