



## FOOD

### **Three Nutritious New Cereals with Characters Your Kids Love; It's Like Magic**

General Mills and Disney Introduce Three New Cereals for a Fun, Wholesome Breakfast - at an Everyday Great Price

Minneapolis, MN--(HISPANIC PR WIRE - BUSINESS WIRE)--February 13, 2007--Bringing great taste and nutrition together at a price moms will love, General Mills and Disney Consumer Products introduce three new Big G cereals: Disney's Little Einsteins Fruity Stars, Disney's Princess Fairytale Flakes and Disney's Mickey Mouse Clubhouse Berry Crunch. All three cereals offer a good source of whole grains, calcium and vitamin D, and all meet Disney's food guidelines for ready-to-eat cereals.

"These new cereals make it easier for moms to give their kids a nutritious start to the day at an affordable price," said Kerstin Peterson, marketing manager, General Mills. "With great taste and nutrition - and the appeal of Disney's characters - these cereals will make breakfast fun for everyone."

Only one in 10 kids gets the recommended daily servings of whole grain and only four in 10 kids get the daily recommended amount of calcium in their diets - a breakfast of cereal and milk can help. Big G's Disney cereals provide at least 8 grams of whole grain per serving (at least 48 grams recommended daily) and 10 percent of the Daily Value of calcium.

These cereals comply with Disney's food guidelines for Disney-licensed cereal products, which allow Disney characters to appear only on kid-focused products that meet certain requirements, including limiting the amount of calories, fat, saturated fat and sugar.

"Disney is in a unique position to help make nutritious products appealing to kids," said Lance Gatewood, vice president of Food, Health & Beauty for Disney Consumer Products, North America. "These new Big G cereals are a great example of how Disney can work with food companies like General Mills to make breakfast easy, fun and wholesome for moms and kids."

With three different kinds of flavorful crunchiness, Big G Disney cereals offer something fun for every kid. Disney's Little Einsteins Fruity Stars cereal is on a mission: all the Little Einsteins need is a little help from kids' spoons to achieve their mission of delivering a nutritious, delicious breakfast cereal. Disney's Princess Fairytale Flakes, lightly sweetened, crispy pink corn flakes offer a fairytale beginning to every day. And Disney's Mickey Mouse Clubhouse Berry Crunch invites kids to enjoy a magical, nutritious breakfast with a lightly sweetened, fruit-flavored cereal. Each variety sells for a suggested retail price of \$1.99 per box.

In addition to making a nutritious breakfast easy and delicious, Big G Disney cereals will help kids learn how to fuel themselves with good nutrition all day long. The back panel of every box will be packed with fun nutrition information perfect for kids, like Mickey's color-coded food pyramid, and will direct kids to Disney's new "Healthy Kids" Web site <http://www.disney.com/healthykids>.



## About Disney Consumer Products

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company (NYSE:DIS) that extends the Disney brand to merchandise ranging from apparel, toys, home decor and books to interactive games, food and beverages, stationery, electronics and animation art. This is accomplished through the work of DCP's various lines of business: Disney Toys, Disney Apparel, Disney Food, Health & Beauty, Disney Home, Disney Stationery, Disney Publishing, Buena Vista Games, Baby Einstein, and <http://www.disneyshopping.com>. The Disney Store, which debuted in 1987, also falls under DCP, through stores currently owned and operated by unaffiliated third parties under licensing agreements in North America and Japan, and wholly-owned stores in Europe. For more information, please visit <http://www.disneyconsumerproducts.com>.

## About General Mills

General Mills is a leading global manufacturer and marketer of consumer foods products. Its global brand portfolio includes Betty Crocker(R), Pillsbury(R), Green Giant(R), Old El Paso(R) and more. It also has more than 100 U.S. consumer brands. Included in the U.S. portfolio are some of the nation's most popular brands including Cheerios(R), Wheaties(R) and other Big G cereal brands; Yoplait(R) and Colombo(R) yogurts, Nature Valley(R) snacks; Totino's(R) frozen pizza and snacks; and Progresso(R) ready-to-serve soups. General Mills is also a leader in the bakeries and foodservice business as a major supplier of baking and other food products to the foodservice and commercial baking industries.

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