

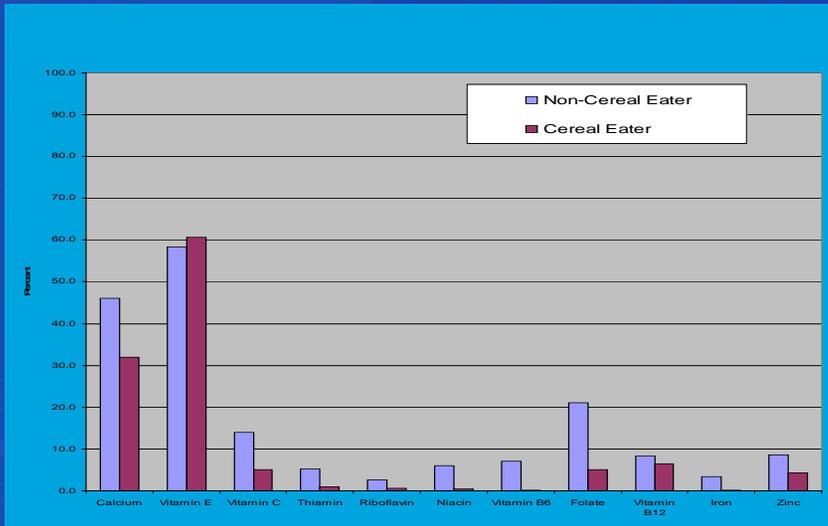
Exhibits to General Mills June 8, 2005 letter
regarding Food Marketing to Kids Workshop
– Comment and Request to Participate,
Project No. P034519



Exhibit 1

Kids who do NOT eat ready-to-eat cereal are less likely to meet recommended intake levels for key nutrients including calcium, vitamin C, iron, folate, and zinc

Percent of Children 2-5 NOT Meeting Recommended Intake Levels by Cereal Consumption Status



Percent of Children 6-12 NOT Meeting Recommended Intake Levels by Cereal Consumption Status

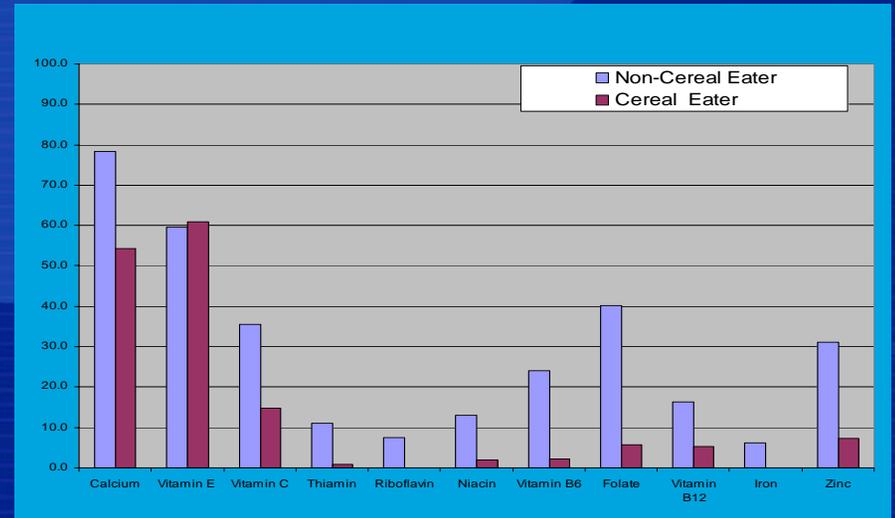


Exhibit 2

RTE Cereal Delivers Essential Nutrients

...but less than 5% of a child's calorie intake!



Percent of selected nutrients provided by RTE cereal, children age 4-12



Exhibit 3 Kids Who Frequently Eat Cereal Have *HEALTHIER* Body Weights

Percentage of overweight kids

