

Contact:
Russ Dyer
312/988-2384
rdyer@webershandwick.com

Laurie Guzzinati
847/646-4538
news@kraft.com



**OREO[®] DOUBLE STUF[™] RACING LEAGUE PROUDLY ANNOUNCES
ASTROTURF[®] AS FIRST OFFICIAL SPONSOR**
Iconic Brands Team Up For One-of-A-Kind Sponsorship

East Hanover, N.J. (April 13, 2009) –The *Oreo Double Stuf* Racing League (DSRL), which turned the classic *Oreo* and milk ritual into a brand-new sport announced today that AstroTurf[®], the world’s first synthetic turf system, is now the first official sponsor of this unique licking league. The DSRL, whose members include quarterback brothers Peyton and Eli Manning and tennis star sisters Venus and Serena Williams, is now able to place itself with other popular sports, such as football, baseball and soccer that also play competitively, or in this case, "lick," on AstroTurf.

AstroTurf was designated as the official turf of the DSRL after deep consideration by "league officials."

"Selecting AstroTurf as the 'official turf' for the DSRL makes perfect sense because it's a high quality product that will make it even more exciting for everyone, from professional athletes to consumer fans, to compete and show off their lick racing skills," said Stephen Chriss, director of consumer and customer engagement for Kraft Foods.

In fact, the first *Oreo* DSRL competition to take place on a custom-made DSRL/AstroTurf field will be a special lick racing event in West Palm Beach, Fla. on April 24, where two teams of finalists will compete for the title of fastest *Oreo* "twister, licker and dunker" and a \$10,000 grand prize. The Manning brothers and Williams sisters will be on hand to help "train" the finalists for the competition.

-more-

“In the more than 40 year history of AstroTurf, the decision to support the *Oreo Double Stuf Racing League* is a milestone for the company,” said Rick Horrow, a sports business expert known as “The Sports Professor,” and CEO of Horrow Sports Ventures. “This sponsorship is a one-of-a kind opportunity to align with another iconic brand. Together this relationship showcases the credentials of both AstroTurf and *Oreo* in making it possible for families and friends to engage in a bit of fun competition.”

The AstroTurf sponsorship will include co-branded print advertising, inclusion at trade shows, and a co-branded presence on both the astroturfusa.com and dsrl.com Web sites.

History of the DSRL

The DSRL launched in January 2008 when famous quarterback brothers Peyton Manning and Eli Manning announced they were becoming “two sport” athletes by joining the *Oreo Double Stuf Racing League*. Since then, the League has continued to gain momentum as Venus and Serena Williams become the second set of siblings to take on lick racing.

Earlier this year, the sisters challenged the Mannings for DSRL supremacy, and raced against each other in a national advertising spot in January, which ultimately ended in a draw.

Twisting, Licking and Dunking Tradition

The DSRL is a fun activity that family and friends can enjoy together. The only real “equipment” needed is an *Oreo Double Stuf* cookie, a single glass of milk and someone to compete against. To start the race, each person twists their cookie open and licks off all the crème. Then, each person shows his or her cookie to their opponent, dunks it, eats it and drinks the glass of milk. The first to finish wins!

For more information on the *Oreo Double Stuf Racing League* and to become an official member, visit www.DSRL.com.

###

About Oreo/Kraft Foods

Kraft Foods (<http://www.kraftfoodscompany.com>) makes today delicious in 150 countries around the globe. Our 100,000 Kraft Foodies 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*, *Cote d'Or*, *Lacta* and *Toblerone* chocolates, our brands deliver millions of smiles every day. Kraft Foods Inc. (NYSE: KFT) is the world's second largest food company with annual 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 Ethibel Sustainability Index.

About AstroTurf®

The iconic AstroTurf® brand offers advanced, state-of-the-art, multi-sport and specialized synthetic turf systems with proprietary engineered technologies, leveraging the industry's only vertically integrated manufacturing system. The relaunch of AstroTurf®, including the enlistment of football legend Archie Manning as ambassador for the brand, has positioned it again as the leading innovator in the synthetic turf industry, with a growing number of high schools, colleges, professional sports teams and municipalities selecting AstroTurf®-branded products for their premium quality, technical superiority and safety. AstroTurf® is a registered trademark of Textile Management Associates, Inc. To learn more, visit www.astroturfusa.com.