



**Summary of Canadian Children's Food & Beverage Advertising Initiative Participants' Definitions of Advertising Directed Primarily to Children Under 12 Years of Age**

<b>Company</b>	<b>Threshold Audience %</b>	<b>Status</b>
<b>Campbell Company of Canada</b>	35% or more of audience	Advertise approved products only
<b>Coca-Cola Ltd.</b>	35% or more of audience	No advertising
<b>Danone Inc.</b>	35% or more of audience	Advertise approved products only
<b>Ferrero Canada Ltd</b>	30% or more of audience	No advertising
<b>General Mills Canada Corporation</b>	35% or more of audience	Advertise approved products only
<b>Hershey Canada Inc.</b>	30% or more of audience	No advertising
<b>Kellogg Canada Inc.</b>	35% or more of audience	Advertise approved products only
<b>Kraft Canada Inc.</b>	35% or more of audience	Advertise approved products only
<b>Maple Leaf Foods Inc.</b>	35% or more of audience	No advertising
<b>Mars Canada Inc.</b>	25% or more of audience	No advertising
<b>McDonald's Restaurants of Canada Limited</b>	35% or more of audience	Advertise approved products only
<b>Mondelēz Canada</b>	35% or more of audience	Advertise approved products only
<b>Nestlé Canada Inc.</b>	35% or more of audience	No advertising
<b>Parmalat Canada Inc.</b>	35% or more of audience	Advertise approved products only
<b>PepsiCo Canada ULC</b>	35% or more of audience	No advertising
<b>Post Foods Canada Inc.</b>	35% or more of audience	Advertise approved products only
<b>Unilever Canada Inc.</b>	35% or more of audience	No advertising
<b>Weston Bakeries Limited</b>	35% or more of audience	No advertising

Further information about the Children's Advertising Initiative, as well as details of the Participants' Commitments is available at: [www.adstandards.com/childrensinitiative](http://www.adstandards.com/childrensinitiative).