

A. Identifying Information

Mars Canada Inc.
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This Commitment applies to all Mars Canada Inc. (Mars Canada) confectionery and snack food products in Canada.

B. Core Principles

Mars Canada is proud of its products, which have brought enjoyment and pleasure to consumers of all ages for many years. Mars Canada, as a responsible and family-friendly marketer, supports the Canadian Children's Food and Beverage Advertising Initiative (CCFBAI). Confectionery and snack foods are treats that can be enjoyed by the whole family, but should be consumed only in moderation as part of an overall balanced and healthy diet and active lifestyle.

We will continue to advertise our traditional confectionery and snack food products and brands in venues suitable for families, and respect the important role of parents as gatekeepers of the products that children under 12 consume. Our intent is to focus our marketing communications for our traditional candy and snack food products to those over 12. We are ceasing all advertising in third party venues primarily directed to children under 12¹. Mars Canada's Canadian websites featuring traditional confectionery and snack products have always been intended primarily for those over 12, but we have eliminated several online games developed for kids under 12 at Mars Canada's Canadian websites featuring traditional confectionery or snack food products. Mars Canada will also voluntarily include healthy lifestyle messaging in addition to nutrition information at its traditional confectionery and snack websites.

Mars Canada is hard at work developing new products that will provide nutritional benefits to consumers. We will update Advertising Standards Canada as plans evolve.

¹ The Commitment will be effective February 5, 2008. Certain Mars Canada promotional initiatives or other activities underway prior to this date will be phased out as quickly as possible; actual phaseout schedules may depend on existing contractual commitments and inventory.

Mars Canada is pleased to work with Advertising Standards Canada in promoting responsible self-regulation of snack food advertising. Mars Canada associates, as well as its advertising, marketing, media buying and other agencies, have been instructed to comply with these policies.

1. Advertising Messaging and Content

Mars Canada will not advertise its snack food or food products in any media directed primarily to children under 12². If we decide in future to do so, we will immediately notify Advertising Standards Canada and will submit a revised Commitment for their approval.

2. Use of Licensed Characters

Mars Canada does not currently use third party Licensed Characters in its advertising primarily directed to children under 12. If we decide in future to do so, we will immediately notify Advertising Standards Canada and will submit a revised Commitment for their approval.

3. Product Placement

Mars Canada will not pay for, or actively seek to place its products in the program/editorial content of any medium primarily directed to children under the age of 12.

4. Use of Products in Interactive Games

Mars Canada does not currently include its products in interactive games primarily directed to children under 12 at a Mars Canada website.

5. Advertising in Schools

Mars Canada will not actively advertise or place its products in elementary schools.

6. Implementation Schedule

This commitment is effective as of February 5th 2008. We will notify Advertising Standards Canada immediately of any amendments and will submit a revised Commitment for their approval.

² The Commitment will be effective February 5, 2008. Certain Mars Canada promotional initiatives or other activities underway prior to this date will be phased out as quickly as possible; actual phaseout schedules may depend on existing contractual commitments and inventory.

C. Supporting Data

To determine if advertising is directed primarily to children under 12 for purposes of this pledge commitment, Mars Canada will consider the following criteria:

- a) in the case of television, the commercial message appears during, just before or just after a program that, according to the broadcaster, at the time of the media buy is primarily intended for the under-12 audience;
- b) the program or vehicle involved (television, radio, print, Internet, etc.) includes content primarily directed to children under 12;
- c) the audience for the program, daypart, publication, website or other medium at the time of the media buy is expected to include more than 25% children under 12 on an annualized basis.