
Parmalat Commitment

A. Identifying Information

Parmalat Canada.
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This Commitment applies to all brands and products of Parmalat Canada.

B. Advertising Messaging and Content

100% of Parmalat's television, radio, print and Internet advertising directed primarily to children under the age of 12 will further the goal of promoting healthy dietary choices and healthy lifestyles. This will be achieved by advertising only products that meet the Canadian Children's Food and Beverage Advertising Initiative's category-specific Uniform Nutrition Criteria Specifically Parmalat will be advertising only BLACK DIAMOND FICELLO CHEESTRINGS™ brand, available in three flavours: Mozzarella, Marbelicious and Cheddarific and ASTRO KIK yogurt. If Parmalat decides to advertise any other products in the future, it will immediately submit a revised Commitment to Advertising Standards Canada for approval.

Parmalat will determine if advertising is directed primarily to children under the age of 12 as follows:

Television: Any program traditionally considered to be children's programming (as designated by broadcast providers) or any programming for which 35% or more of the annual audience is composed of Children under 12.

Radio: Any program for which 35% or more of the annual audience is composed of Children under 12.

Print: Publications categorized by their publishers as "children's magazines" in Canadian Advertising Rates & Data (CARD).

Internet: Websites for which 35% or more of the annual visitors are children under 12, as reported either by ComScore, for measured websites, or by site registration data.

This principle also applies to advertising that is primarily directed to children on

- company-owned websites or micro-sites primarily directed to children under 12 years of age
- Video and computer games rated "Early Childhood" or "EC," which are inherently primarily directed to children under 12, and other games that are age-graded on the label and packaging as being primarily directed to children under 12
- DVDs of movies that are rated "G" whose content is primarily directed to children under 12, and other DVDs whose content is primarily directed to children under 12
- Mobile media such as cell phones, PDAs and through word of mouth¹ where advertising on those media is primarily directed to children under 12

¹ The commitment regarding word of mouth advertising refers to advertising where a Participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to promote consumption of branded food or beverage products or to promote discussion of such products, and the advertising is primarily directed to children under 12 years of age.

C. Use of Licensed Characters

Parmalat only uses Licensed Characters in advertising products that represent healthy dietary choices.

D. Product Placement

Parmalat 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.

E. Use of Products in Interactive Games

Parmalat will only incorporate products that meet the criteria for healthy dietary choices into interactive games on websites that are primarily directed to children under the age of 12.

F. Advertising in Schools

Parmalat will not advertise in elementary schools.

Implementation Schedule

This commitment is effective as of Dec 15th 2015.