



Post Foods Canada Corp. ("Post") is proud to join the CCFBAI and participate in changing the nutritional profile of food and beverage products advertised to children. We believe that the CCFBAI, and its members, can positively impact Canadian children by helping to promote healthier dietary choices and healthy lifestyles. Post acknowledges the importance of responsible marketing to children and has developed this Commitment to publicly demonstrate our continuing commitment to meet the high standards set forth herein.

A. Identifying Information

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This Commitment applies to all Post-branded products marketed to children under 12 in Canada by Post Foods Canada Corp.

B. Core Principles

1. Overview of Commitment

Post commits that 100% of advertising in measured media and on company-owned websites primarily directed to children under 12 will be for better-for-you foods that represent healthier dietary choices in accordance with *Canada's Food Guide* and that meet the *Canada Food Inspection Agency's* criteria for nutrient content claims.

2. Advertising Messaging and Content

Post will not target any advertising to children under 6 years of age.

100% of Post's television, radio, print and Internet advertising directed primarily to children between the ages of 6 and 11 will further the goal of promoting healthier dietary choices and healthy lifestyles. This will be achieved by advertising only products that represent healthier dietary choices in accordance with Canada's Food Guide and/or meet the criteria for nutrient content or biological role claims in accordance with CFIA health or biological role claims or CFIA nutrient claims. Specifically Post will be advertising to children Honeycomb and Alpha-Bits cereals. If Post decides to advertise any other products to children in the future, it will immediately submit a revised Commitment to Advertising Standards Canada for approval.

Post's Commitment also applies to advertising that is primarily directed to children between the ages of 6 and 11 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; and
- Mobile media such as cell phones, PDA's and through word of mouth where advertising on those media is primarily directed to children under 12.

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

- Post will not advertise in any medium (Television, Print, Radio, Internet) where 35% or more of the total target audience (viewers, visitors, etc.) is under 6.
- For all media where 35% or more of the audience is composed of children under 12, and for 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 for Radio, Post will only advertise products meeting the nutritional standards set forth above.
- In addition, even if less than 35% of the audience of a particular program/website is composed of children under 12 Post will only advertise products representing healthier dietary choices during programs targeted to children under 12. To determine if a program is targeted to children under 12 Post will review (a) whether the content of the media in which the advertisement appears is intended for children under 12; and (b) whether the advertisement appears during, or just before or after, a television program aired during what is generally understood to be children's programming, considering the time of day during which the advertisement appears and the media outlet.
- To measure audience demographics Post will use:
 - AC Nielsen ratings or BBM for Television;
 - Canadian Advertising Rates & Data (CARD) for Print; and
 - site registration data or ComScore for Internet.

3. Use of Licensed Characters, Celebrities and Movie Tie-ins

Post's use of Licensed Characters, Celebrities and Movie Tie-ins, if any, will be for advertising products that meet the nutrition standards detailed in Section 2.

3. Product Placement

Post 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

Any interactive game primarily directed to children under 12 will only utilize our products that meet the nutrition standards set forth in Section 2.

6. Advertising in Schools

Post does not advertise in elementary schools.

7. Implementation Schedule

Post's revised Commitment will take effect May 1, 2010. Post, both on our own and through predecessor organizations, has been following similar guidelines since CCFBAI's inception. We will notify Advertising Standards Canada immediately of any amendments and will submit a revised Commitment for their approval.

C. Supporting Data

PRODUCT: POST ALPHA-BITS

DATE: March 17, 2010

Nutrition Facts

Per 1 cup (30 g) / Pour 1 tasse (30 g)

Amount/Teneur	Cereal	With 1/2 cup Skim Milk /Avec ½ tasse de lait écrémé	
Calories / Calories	120	160	
		% Daily Value / % valeur quotidienne	
Fat / Lipides	1 g*	2%	2%
Saturated / saturés	0.3 g		
+ Trans / trans	0 g	2%	2%
Cholesterol / Cholestérol	0 mg	0%	1%
Sodium / Sodium	150 mg	6%	9%
Carbohydrate / Glucides	25 g	8 %	11%
Fibre / Fibres	2 g	8 %	8%
Sugars / Sucres	10 g		
Protein / Protéines	3 g		
Vitamin A / Vitamine A		0%	8%
Vitamin C/Vitamine C		0%	0%
Calcium/Calcium		0%	15%
Iron/Fer		30%	30%
Vitamin D/Vitamine D		0%	25%
Thiamin/Thiamine		45%	50%
Riboflavin/Riboflavine		2%	15%
Niacin/Niacine		6%	10%
Vitamin B6/Vitamine B6		10%	15%
Folate/Folate		8%	10%
Vitamin B12/Vitamine B12		0%	35%
Pantothenate/Pantothénate		6%	15%
Phosphorus/Phosphore		8%	20%
Magnesium/Magnésium		10%	15%
Zinc/Zinc		6%	10%

* Amount in 30 g cereal / Teneur dans 30 g de céréales

Nutrition Data / Renseignements nutritionnels

Per 100 g / pour 100 g

Calories/Calories	388
Fat/Lipides	3.9 g
Saturated Fat/saturés	0.9 g
Trans Fat/trans	0.00 g
Cholesterol/Cholestérol	0 mg
Sodium/Sodium	512 mg
Carbohydrate/Glucides	83.9 g
Fibre/Fibres	5.9 g
Sugars/Sucres	34.1 g
Protein/Protéines	8.4 g
Vitamin A/Vitamine A	0 RE/ER
Vitamin C/Vitamine C	0 mg
Calcium/Calcium	27 mg
Iron/Fer	13.3 mg
Thiamin/Thiamine	2.0 mg
Riboflavin/Riboflavine	0.07 mg
Niacin/Niacine	4.95 NE/EN
Vitamin B6/Vitamine B6	0.60 mg
Folate/Folate	60 µg
Pantothenate/Pantothénate	1.6 mg
Phosphorus/Phosphore	258 mg
Magnesium/Magnésium	82 mg
Zinc/Zinc	1.8 mg

INGREDIENTS: WHOLE GRAIN OAT FLOUR, SUGAR, CORN FLOUR, SALT, HYDROGENATED COCONUT AND PALM KERNEL OIL, COLOUR (CONTAINS TARTRAZINE). VITAMINS AND MINERALS: THIAMINE MONONITRATE (B1), NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (B6), CALCIUM PANTOTHENATE, IRON, FOLIC ACID. BHT IS ADDED TO PACKAGE MATERIAL TO HELP MAINTAIN PRODUCT FRESHNESS. (D072E)
CONTAINS: OATS MAY CONTAIN WHEAT

Ingrédients : Farine d'avoine faite de grains entiers, sucre, farine de maïs, sel, huiles de noix de coco ou de palmiste hydrogénées, colorant (contient de la tartrazine). Vitamines et minéraux : fer, niacinamide, mononitrate de thiamine (B1), pantothénate de calcium, chlorhydrate de pyridoxine (B 6), acide folique.
BHT ajouté au matériau d'emballage pour prolonger la fraîcheur du produit.
Contient d'avoine.
Peut contenir du blé.

PRODUCT: POST Honeycomb

UPDATED: March 29,2010

Nutrition Facts / Valeur nutritive

Per 1 1/4 cup (30 g) / Pour 1 1/4 tasse (30 g)

Amount/ Teneur	Cereal Céréales	With 1/2 cup Skim Milk Avec 1/2 tasse de lait écrémé
Calories / Calories	120	160
	% Daily Value/ % valeur quotidienne	
Fat / Lipides 1.0 g*	2 %	2 %
Saturated / saturés 0.3 g		
+ Trans / trans 0 g	1%	2 %
Cholesterol / Cholestérol 0 mg	0 %	1 %
Sodium / Sodium 160 mg	7 %	9 %
Carbohydrate / Glucides 26 g	9%	11 %
Fibre / Fibres 1 g	4 %	4 %
Sugars / Sucres 10 g		
Protein / Protéines 2 g		
Vitamin A / Vitamine A	0%	8%
Vitamin C/Vitamine C	0%	0%
Calcium/Calcium	0%	15%
Iron/Fer	30%	30%
Vitamin D / Vitamine D	0%	25%
Thiamin/Thiamine	45%	50%
Riboflavin/Riboflavine	2%	15%
Niacin/Niacine	6%	10%
Vitamin B6 / Vitamine B6	10%	15%
Folate/Folate	8%	10%
Vitamin B12/Vitamine B12	0%	35%
Pantothenate/Pantothénate	6%	15%
Phosphorus/Phosphore	4%	15%
Magnesium/Magnésium	10%	15%
Zinc/Zinc	4%	10%

* Amount in 30 g cereal / Teneur dans 30 g de céréales

Nutrition Data / Renseignements nutritionnels

Per 100 g / pour 100 g

Calories/Calories 391

Fat/Lipides 3.1 g

Saturated Fat/saturés 0.95 g

Trans Fat/trans 0 g

Cholesterol/Cholestérol 0 mg

Sodium/Sodium 534 mg

Carbohydrate/Glucides 85.9 g

Fibre/Fibres 4.9 g

Sugars/Sucres 32.3 g

Protein/Protéines 6.5 g

Vitamin A/Vitamine A 7 RE/ER

Vitamin C/Vitamine C 0 mg

Calcium/Calcium 11 mg

Iron/Fer 13.3 mg

Thiamin/Thiamine 2.0 mg

Riboflavin/Riboflavine 0.1 mg

Niacin/Niacine 4.9 NE/EN

Vitamin B6/Vitamine B6 0.60 mg

Folate/Folate 60 µg

Pantothenate/Pantothénate 1.6 mg

Phosphorus/Phosphore 181 mg

Magnesium/Magnésium 75 mg

Zinc/Zinc 1.3 mg

INGREDIENTS: WHOLE GRAIN CORN FLOUR, SUGAR, CORN FLOUR, WHOLE GRAIN OAT FLOUR, HONEY, SALT, ARTIFICIAL AND NATURAL FLAVOUR, MONO AND DIGLYCERIDES, COLOUR (CONTAINS TARTRAZINE). VITAMINS AND MINERALS: THIAMINE MONONITRATE (B1), NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (B6), I CALCIUM PANTOTHENATE, RON, FOLIC ACID. BHT IS ADDED TO PACKAGE MATERIAL TO HELP MAINTAIN PRODUCT FRESHNESS.(D007N)

CONTAINS: OATS MAY CONTAIN WHEAT.

INGRÉDIENTS : Farine de maïs à grains entiers, sucre, farine de maïs, farine d'avoine à grains entiers, miel, sel, arômes artificiels et naturels, mono et diglycérides, colorant (contient de la tartrazine). Vitamines et minéraux : mononitrate de thiamine (B1), niacinamide, chlorhydrate de pyridoxine (B6), pantothénate de calcium, fer, acide folique. BHT ajouté au matériau d'emballage pour prolonger la fraîcheur du produit. Contient d'avoine.

Peut contenir du blé.