

NEWS RELEASE
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Planters Celebrates 100th Anniversary

SUFFOLK, VA., June 8, 2006 — On Tuesday, June 13th from 10:00 a.m. to 5:00 p.m., in celebration of *Planters* 100-year Anniversary, the *Planters NUTmobile and Centennial Display Tour* will make a stop in Suffolk at Constant's Wharf Public Park and Marina (110 East Constance Road – behind the Hilton Garden Inn and Suffolk Conference Center) and everyone is invited. This tour is a four-month, cross-country road trip visiting landmarks in *Planters* history, as wells as some of the nation's premiere summer fairs and festivals.

Visitors will get to meet *Mr. Peanut*, vote on what he will wear next, smell the aroma of fresh roasted peanuts, taste them straight from the roaster, and view *Planters* and *Mr. Peanut* collectibles from over the years. In addition, guests will be able to take an interactive journey down memory

lane, using green screen technology to put themselves in moments and events throughout *Planters* and American history over the last century.

“For *Planters* in Suffolk, this is a great way for us to celebrate with our friends and neighbors and express our thanks for years of encouragement from the community,” said Dan Huss, manager of the *Planters* manufacturing facility in Suffolk. “We’re extremely proud to be a part of a great community and to be able to share our Centennial celebration with Suffolk.”

“We have enjoyed a wonderful relationship with *Planters* over the past century, and we are pleased that a company with such a rich tradition is part of the fabric of the City of Suffolk”, said Mayor Bobby Ralph. “We congratulate them on 100 years of success, and look forward to many more years of growth and prosperity.”

***Planters* Today**

The *Planters* Suffolk facility produces all *Planters* products that come in 3- and 4-inch diameter cans that you find at your local grocery stores. The plant also produces peanuts, mixed nuts and trail mix for national distribution that come in plastic bags. In November of 2005, *Planters* opened a new state-of-the-art distribution facility, called a “buffer” warehouse, in Suffolk which ships finished *Planters* products to other Kraft distribution centers, and directly to customers.

Over the past century, *Planters* has become an American icon and built a reputation for delivering consistently fresh-tasting nuts. Today, the *Planters* portfolio includes many different product offerings, from cocktail

peanuts and jumbo cashews, to four varieties of *Nut Lovers Mixes*, to other unique mixes like the *NUTrition*[™] Heart Healthy Mix, designed to meet today's nutritional needs. Many of *Planters* products qualify to carry Kraft's *Sensible Solution* flag, which indicates that these products meet specific "better-for-you" nutrition criteria on a per serving basis.

Planters is the flagship brand for the Salted Snacks Category of Kraft Foods Inc., the largest branded food and beverage company in the United States and second largest in the world. Kraft Foods markets many of the world's leading food brands, including *Kraft* cheese, *Jacobs* and *Maxwell House* coffees, *Nabisco* cookies and crackers, *Philadelphia* cream cheese, *Oscar Mayer* meats, *Post* cereals and *Milka* chocolates, in more than 155 countries.

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