

**Children's Food and Beverage Advertising Initiative**  
**Pledge by**  
**The Dannon Company, Inc.**

The Dannon Company is America's founding national yogurt company and continually leverages its expertise to develop and market innovative cultured fresh dairy products in the United States. Headquartered in White Plains, NY, Dannon has plants in Minster, OH, Fort Worth, TX, and West Jordan, UT and produces approximately 100 different types of flavors, styles and sizes of cultured fresh dairy products. Our commitment is that every day our family of the best-tasting, unique, cultured fresh dairy products will proactively enrich the health and well-being of our consumers.

Dannon is a subsidiary of Groupe Danone, one of the world's leading producers of packaged foods and beverages, and Dannon is the top-selling brand of yogurt products worldwide, sold under the names Dannon and Danone. The mission of Groupe Danone is to bring health through food to as many people as possible. Groupe Danone is a member of the Dow Jones Sustainability Index and is also a recognized leader for its contributions to nutrition and health. Groupe Danone was ranked best in class in a 2008 JPMorgan & Insight Investment study about the response of the world's largest food companies to obesity and health-related concerns.

With a strong commitment to high-quality, wholesome, nutritious great-tasting and innovative products, The Dannon Company has a long history of encouraging healthy eating and healthy living. This commitment is also illustrated through The Dannon Company's support of the Dannon Institute, an independent, non-profit foundation dedicated to promoting research, education, and communication about the links between nutrition, diet and health. Nutrition scientists and Dannon executives make up the Dannon Institute's Board of Directors, forming a unique public-private partnership.

*"At the very heart of Groupe DANONE, a core belief is that food plays a major role in promoting well-being and health in everyone. We believe that the food industry is an actor with a role to play in the field of public health. That is why we continually strive to enhance the nutritional quality of our products, to invest in research, and to develop information and educational programs aimed at promoting the virtues of physical activity and a balanced diet." - Franck Riboud, Chairman and CEO, Groupe Danone*

As an additional extension and expression of its commitment to health and wellness, The Dannon Company, Inc. is pleased to join The Children's Food and Beverage Advertising Initiative (CFBAI). THE CFBAI has through its self-regulatory program emerged as a leader in the United States in marshalling the most forward-thinking food and beverage companies to pledge to encourage healthier dietary choices and healthy

lifestyles in advertising to children under twelve. This document provides a detailed description of The Dannon Company, Inc. pledge.

A. Identifying Information

1. Corporate name and address.  
The Dannon Company, Inc.  
100 Hillside Avenue  
White Plains, New York 10603
2. Name and contact information of individuals responsible for overall implementation of the Pledge.
  - a. Philippe Caradec, Vice President Regulatory & Corporate Affairs
  - b. Nancy Dowling, Esq., Senior Marketing Counsel
3. Name of the specific entity or entities covered by the Pledge.  
The Dannon Company, Inc.
4. Name of each brand and/or product line that is covered by the Pledge.  
Products Marketed and Advertised by The Dannon Company, Inc. in the United States of America.

B. Core Principles

Advertising Messaging principle.

The Dannon Company, Inc. pledges to devote 100% of television, radio, print and internet advertising primarily directed to children less than 12 years of age to products that represent healthy dietary choices in accordance with the nutrition criteria described in Appendix A.

Compliance with the Advertising Message principle:

The Dannon Company, Inc. will restrict its advertising in television, radio, print and internet venues where children under 12 years of age represent 50% or more of the audience to only products that comply with the nutrition criteria described in Appendix A.

All television, radio, print and internet communications undergo a thorough review by both Dannon's Legal and Regulatory Departments to ensure compliance with applicable laws, regulations and Company's self imposed principles. The details of this Pledge will be incorporated in the compliance review from the date of implementation onward.

Marketing and other personnel responsible for developing or implementing television, radio, print and internet communications attends regular training by both the Legal and Regulatory Departments. The details of this Pledge will be incorporated in the training programs from the date of implementation onward.

The scientific basis of the nutrition criteria is included in Appendix A.

### Measurement and Calculations

Audience demographic calculations will be measured in media impressions primarily directed to specific demographic groups at the time the advertising is purchased, as determined by,

- Nielsen ratings for national and local television,
- MSA (Management Science Associates, Inc) for cable television ratings,
- Arbitron ratings for radio,
- Audit Bureau of Circulation and MRI (Mediamark Research Inc.) for print,
- Comscore MediaMetrix for specific internet site traffic and unit impressions, as well as, historical keyword activity over various search engines for internet sites. Participant will use historical and target audience data to determine audience of Participant owned websites.

We monitor, through our agency, ratings and audience demographics on a regular basis as available to ensure that we are aware of any changes in programming and/or audience. Our media buying agency is aware of our CFBAI Pledge and will work with us to adjust media buys on an on-going basis to ensure compliance with the Pledge.

### Licensed Character principle

The Dannon Company, Inc. will use third-party licensed characters in advertising primarily directed to children less than 12 years of age only for products that meet the nutrition criteria described in Appendix A.

### Product Placement principle.

The Dannon Company, Inc. will implement the Product Placement principle by not paying for, or seeking out promotional product placement (i.e., embedding our products within program/editorial content, as distinguished from sponsorship) for our products, regardless of their nutrition profile, in any medium directed

primarily to children less than 12 years of age. Dannon does not currently engage in this type of marketing primarily directed to children less than 12 years of age.

Interactive Game principle.

The Dannon Company, Inc. commits that, in any interactive game on company-owned websites primarily directed to children under 12 where Dannon's products are incorporated into the game, the interactive game incorporates or is accompanied only by products meeting the nutrition criteria described in Appendix A.

Advertising in Elementary Schools principle.

The Dannon Company, Inc. commits to not advertising its products in elementary schools. This limitation does not apply to displays of food products, charitable fundraising activities, public service messaging, or items provided to school administrators, teachers or other school personnel.

Implementation schedule.

The principles and commitments described in this Pledge are effective on January 1, 2009.

C. Supporting Data

Products that meet the Nutrition Criteria provided in Appendix A.

Appendix B includes a list of the products that meet the nutrition criteria that is the basis of this Pledge, including the relevant nutrition information for each product.

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## Appendix A

### Dannon Nutrition Criteria for CFBAI

18-Sep-08

Company: The Dannon Company, Inc.  
 Geography: USA  
 Products: All products Marketed and Advertised by The Dannon Company, Inc. to individuals between 2 and 12 years of age.

The Dannon Company, Inc. will continue to evaluate other Nutrition Profiles as they become available and scientifically recognized.

	<u>Per labeled serving<sup>1</sup></u>	Reasoning / Rationale
Calories	<u>Not Specified</u>	Yogurt and other Dannon Products are Nutrient Rich foods. The consumption of nutrient dense food is recommended under the Dietary Guidelines for Americans (DGA) 2005. Calories are automatically limited through limitation in fat and added sugar content.
Fat	<u>Products labeled for:</u> Children 2 to 3 years of age: ≤ 30% of cal from Fat  Children 4 to 12 years of age: ≤ 25% of cal from Fat	DGA 2005 – p ix – <b><i>Children and adolescents. Keep total fat intake between 30 to 35 percent of calories for children 2 to 3 years of age and between 25 to 35 percent of calories for children and adolescents 4 to 18 years of age, with most fats coming from sources of polyunsaturated and monounsaturated fatty acids, such as fish, nuts, and vegetable oils.</i></b>
Sat Fat	Less than 10% of calories from sat fat <b>OR</b> ≤ 1 g of sat fat.	DGA p 30 – <b><i>“Consume less than 10 percent of calories from saturated fatty acids...”</i></b>  21 CFR 101.13 (h)(1): The Disclosure statement level for Sat Fat is more than 4g per RACC and per labeled serving. The criteria chosen conservatively takes 25% of the disclosure statement level for Saturated Fat.
Trans Fat	0 g labeled	In accordance with FDA labeling regulations, TF is declared as 0g when the labeled serving contains less than 0.5g TF per labeled serving. Conjugated TF is excluded.
Added Sugars	≤ 12.5 g	Based on a 2000 kcal diet 10% of calories from added sugars → 50g of added sugars per day → 4 eating occasions per day → 12.5 g per labeled serving. In addition, the total sugar content of the products remains below 35% by weight.
Sodium	≤ 230 mg	DGA 2005 – <b><i>“Consume less than 2,300 mg (approximately 1 tsp of salt) of sodium per day.”</i></b> 230 mg represents 10% of the DV.
Calcium	≥ 10% DV	Good Source of Calcium.

<sup>1</sup> The criteria is based on “per labeled serving” to ensure that the “PORTION SIZE” is recognized and thus ensure that the criteria is both “occasion” and “age” appropriate.

Appendix B - CFBAI - Dannon Products Compliant with Nutrition Criteria - 19-Sep-08

BRAND NAME	PRODUCT NAME	Size US	Size metric g or mL	Calories	Fat (g)	% cal from Fat	Sat Fat (g)	% cal from Sat Fat	Trans fat	Sodium (mg)	Sugars (g)	Added Sugars (g)	Ca % DV
DANONINO	Dairy snack	1.76 oz	50 g	60	2	30.0%	1	15.0%	0	20	7	≤ 12.5	20%
DANIMALS	Lowfat Yogurt	4 oz	113 g	100	2	18.0%	1	9.0%	0	60	13	≤ 12.5	30%
DANIMALS	Drinkable Smoothie LGG	3.1fl oz	93 mL	70	0.5	6.4%	0	0.0%	0	35	14	≤ 12.5	25%
DANNON PLAIN	Nonfat Yogurt	6 oz	170 g	80	0	0.0%	0	0.0%	0	115	12	≤ 12.5	30%
ALL NATURAL	Lowfat Yogurt	4 oz	113 g	110	1	8.2%	0.5	4.1%	0	65	19	≤ 12.5	15%
ACTIVIA	Lowfat Yogurt	4 oz	113 g	110	2	16.4%	1	8.2%	0	75	17	≤ 12.5	15%
ACTIVIA LIGHT	Nonfat Yogurt	4 oz	113 g	70	0	0.0%	0	0.0%	0	80	9	≤ 12.5	15%
LIGHT N FIT	Nonfat Yogurt	4 oz	113 g	60	0	0.0%	0	0.0%	0	50	8	≤ 12.5	10%
LIGHT N FIT	Dairy Based Smoothie	7 fl oz	207 mL	70	0	0.0%	0	0.0%	0	70	12	≤ 12.5	20%
DANACTIVE LIGHT	Probiotic Cultured Dairy Drink	3.1fl oz	93 mL	35	0	0.0%	0	0.0%	0	40	5	≤ 12.5	10%
LIGHT N FIT	Nonfat Yogurt	6 oz	170 g	80	0	0.0%	0	0.0%	0	80	11	≤ 12.5	15%
LIGHT N FIT	Nonfat Yogurt	8 oz	225 g	110	0	0.0%	0	0.0%	0	110	15	≤ 12.5	20%
DANNON PLAIN	Nonfat Yogurt	8 oz	225 g	110	0	0.0%	0	0.0%	0	150	15	≤ 12.5	40%