

OFFICIAL RULES --U.S.
ONLINE SWEEPSTAKES

KRAFT BAGEL-FULS TASTE-A-MONIALS SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF THE U.S. 18 YEARS OF AGE AND OLDER ONLY

1. HOW TO ENTER: Beginning on June 23, 2009, through June 30, 2009, log on to www.5MinutesforMom.com, click on the icon for the KRAFT BAGEL-FULS TASTE-a-monials sweepstakes and follow the on-screen instructions to request a voucher for a free box of BAGEL-FULS (limited to the first 100 requests). Those who receive vouchers can return to www.5MinutesforMom.com from July 6, 2009, through July 20, 2009, and follow the on-screen entry instructions to post a review of BAGEL-FULS for a chance to win the sweepstakes. You may return to www.5MinutesforMom.com to enter again; however, limit of one entry type (i.e. comment, link to Flickr image, etc.) per person or e-mail address. Use of any robotic, automatic, programmed or similar entry method will void all entries and result in disqualification. The entries will be moderated for inappropriate language or factual product misrepresentations, but will not be edited for positive/negative sentiment. TASTE-a-monials with factual product misrepresentations will not be posted but all submitted entries will be entered into the random drawing.

2. ELIGIBILITY: Open to residents of the 50 United States and D.C., 18 years of age and older as of June 23, 2009, except for employees of Kraft Foods Global, Inc. ("Sponsor"), 5 Minutes for Mom ("Judges"), their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family or persons living in the same household. Void where prohibited.

3. RANDOM DRAWING: Winners will be selected in a random drawing on or about July 21, 2009, from among all eligible entries received between July 6, 2009, through July 20, 2009. Drawing will be conducted by Judges. Odds of winning will depend upon the number of eligible entries received. Winners will be notified by e-mail and/or telephone and the Grand Prize Winner will be required to sign and return an Affidavit of Eligibility, Release of Liability and a Publicity Release within seven (7) days of attempted delivery or prize will be forfeited and an alternate grand prize winner selected. The return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner will be selected.

4. PRIZE[S]: One (1) Grand Prize: \$500 AMEX gift card for groceries; Flip video camera; Breakfast prize pack: BAGEL-FULS branded toaster, TASSIMO coffee maker and coffee discs, five BAGEL-FULS vouchers. Approximate retail value: \$1,000. Three (3) Second Prizes: Breakfast prize pack: BAGEL-FULS branded toaster, TASSIMO coffee maker and coffee discs, five BAGEL-FULS vouchers. Approximate retail value: \$350 each. Five (5) Runner-up prizes: Five BAGEL-FULS vouchers. Approximate retail value: \$3 per voucher. Approximate total

prize value: \$2,125. Limit one prize per family/household. No substitution or transfer of prize permitted by winner. Sponsor reserves the right to substitute a prize of equal or greater value. All prizes will be awarded.

5. GENERAL RULES: All income taxes resulting from acceptance of prize are the responsibility of winner. By entering sweepstakes, entrant accepts and agrees to these Official Rules and the decisions of Judges, which shall be final in all matters. By accepting prize, winner agrees to hold Promotion Parties, their affiliates, directors, officers, employees and assigns harmless against any and all claims and liability arising out of use or redemption of prize. Acceptance also constitutes permission to the Promotion Parties to use winner's name, likeness and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost or late mail, or for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this sweepstakes, or by any human error which may occur in the processing of the entries in this sweepstakes. If, in the Judges' opinion, there is any suspected evidence of tampering with any portion of the promotion, or if technical difficulties compromise the integrity of the promotion, the Judges reserve the right to modify or terminate the sweepstakes in a manner deemed reasonable by the Judges, at the Judges' sole discretion. In the event a dispute arises as to the identity of a potentially winning online entrant, entries made by internet will be declared made by the name on the online entry form. All federal and state laws apply.

6. SUBMISSION PUBLICITY RIGHTS: By entering this Sweepstakes, you acknowledge that you have read and understood these Official Rules and you accept these Official Rules and agree to abide by the governing terms and conditions. By entering this Sweepstakes you also explicitly (i) certify that you meet the eligibility requirements as set forth in these Official Rules; (ii) grant Sweepstakes Entities a world-wide, royalty free, perpetual, unlimited, and non-exclusive license(s) to use, distribute, reproduce, modify, adapt, create derivative works, publicly perform and publicly display such content on any other property of Sweepstakes Entities, or in any and all media now known or not currently known, without compensation to you or any third party. Sweepstakes Entities reserves the right to syndicate the content submitted, posted, and/or displayed by you and to use that content in connection with other services offered by Sweepstakes Entities; (iii) represent and warrant that you have not used licensed material or any material owned by someone other than you; and (v) represent and warrant that your submission is original, is true and verifiable, that you own or otherwise control all the rights to your submission (if submitted), that your submission does not violate any law, regulation or any right of any third party, and that you have not copied or plagiarized the concept for your submission from other material.

As used herein the term "Sweepstakes Entities" shall mean: 5 Minutes for Mom and Kraft Foods Global Inc.

7. WINNERS' LIST: For the name of the prize winners, available after July 27, 2009, visit www.5MinutesforMom.com or e-mail info@5MinutesforMom.com.

SPONSOR: Kraft Foods Global Inc., Northfield, IL 60093