

Chex *FACTS*

Company: *General Mills*
Marketed directly to children: *NO*
FACTS Index: 68

NUTRITION *FACTS*:

Overall Nutrition Score: 44.2

Ranking: 21 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Chocolate</i>	46	25%	3%	750	<i>No</i>	<i>No</i>	----
<i>Cinnamon</i>	38	27%	0%	633	<i>Yellow 6 Lake, Blue 2 Lake</i>	<i>No</i>	----
<i>Corn</i>	44	10%	3%	935	<i>No</i>	<i>No</i>	----
<i>Honey Nut</i>	42	28%	3%	719	<i>No</i>	<i>No</i>	----
<i>Multi-Bran</i>	50	21%	13%	660	<i>No</i>	<i>No</i>	----
<i>Rice</i>	42	7%	0%	926	<i>No</i>	<i>No</i>	----
<i>Strawberry</i>	42	26%	3%	645	<i>Red 40 Lake</i>	<i>No</i>	----
<i>Wheat</i>	52	11%	11%	723	<i>No</i>	<i>No</i>	----

*As of May 31, 2009

MARKETING *FACTS*:

Total advertising spending (\$000): \$9,650

Ranking: 9

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 20

Average Ads Viewed by Age*				
Children			Adolescents	
2-5 years	6-11 years	Child to adult viewing ratio	12-17 years	Teen to adult viewing ratio
0	1	0.3	1	0.5

*From 1/1/08 to 3/31/09

INTERNET MARKETING

Child-targeted website exposure:

Ranking: 10

- Chex.com

Website Exposure*			
Avg unique visitors per month: Age 2-11 (000)	Avg unique visitors per month: Age 12-17 (000)	Avg times visited per month	Avg minutes per visit
5.9	11.3	1.2	2.6

*From 1/1/08 to 3/31/09

Child-targeted banner ad exposure: *None*

IN-STORE MARKETING*

Total share of shelf: 2.24%

Ranking: 5

In-store displays and promotions:

Ranking: 17

Shelf Space		Displays		Promotions	
% of stores stocking	Avg # facings per store	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store
91%	13.3	20%	3.0	60%	10.2

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box

Ranking: 13

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.9	0.0%	0	71.4%

Child engagement features on the box

Ranking: 29

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
0.0%	0.0	14.3%	0.0%

* From 10/08 to 3/09