

Cookie Crisp *FACTS*

Company: *General Mills*
 Marketed directly to children: *YES*
 FACTS Index: *54*

NUTRITION FACTS:

Overall Nutrition Score: *39.6*

Ranking: 32 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Double Chocolate</i>	<i>36</i>	<i>39%</i>	<i>3%</i>	<i>452</i>	<i>No</i>	<i>No</i>	<i>----</i>
<i>(Regular)</i>	<i>40</i>	<i>42%</i>	<i>4%</i>	<i>577</i>	<i>No</i>	<i>No</i>	<i>Yes</i>

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): *\$4,489.05*

Ranking: 18

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 14

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
<i>31</i>	<i>34</i>	<i>7.1</i>	<i>14</i>	<i>3.1</i>

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

INTERNET MARKETING

Child-targeted website exposure:

Ranking: 9

- *CookieCrisp.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
11.8	8.0	1.2	1.3

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

Child-targeted banner ads: *None*

IN-STORE MARKETING*

Total share of shelf: 0.84%

Ranking: 18

In-store displays and promotions:

Ranking: 14

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
94%	4.8	23%	1.1	61%	2.9

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box:

Ranking: 9

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.0	0.0%	0	100.0%

Child engagement features on the box:

Ranking: 8

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
75.0%	2.0	0.0%	75.0%

* From 10/08 to 3/09