

Trix *FACTS*

Company: *General Mills*
 Marketed directly to children: *YES*
 FACTS Index: *19*

NUTRITION FACTS:

Overall Nutrition Score: *38.0*

Ranking: 33 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Trix</i>	<i>38</i>	<i>38%</i>	<i>3%</i>	<i>563</i>	<i>Red 40, Yellow 6, Blue 1</i>	<i>No</i>	<i>Yes</i>

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): *\$7.836.10*

Ranking: 13

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 5

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>55</i>	<i>58</i>	<i>7.0</i>	<i>25</i>	<i>3.0</i>

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

INTERNET MARKETING*

Child-targeted website exposure: *SillyRabbit.com**

* Due to low volume, no exposure data available.

Child-targeted banner ad exposure:

Ranking: 4

Banner Ad Exposure*		
Avg unique viewers per month (000)	Avg ads viewed per month	% of adviews on youth website
<i>3,918</i>	<i>3.1</i>	<i>89%</i>

* From 10/01/08 to 3/31/09

IN-STORE MARKETING*

Total share of shelf: 0.97%

Ranking: 17

In-store displays and promotions:

Ranking: 16

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%	3.8	30%	1.9	60%	2.7

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box:

Ranking: 10

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	100.0%

Child engagement features on the box:

Ranking: 1

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	2.0	37.5%	100.0%

* From 10/08 to 3/09