



Kraft Canada supports Greater Toronto Hockey League with three-year sponsorship program

New league trophy, coach and trainer clinics, nutrition seminars to improve local hockey programs

Toronto, ON – October 28, 2008 – Greater Toronto Hockey League (GTHL) teams will be competing for a new trophy this year -- the *Kraft Cup* -- thanks to a three-year sponsorship program between Kraft Canada and the GTHL. The new agreement commences with the 2008/09 hockey season, runs through 2011/12 and provides league and player trophies, as well as nutrition seminars at GTHL Coach and Trainer clinics and the OHL Cup Showcase Tournament.

“Kraft Canada has had a long association with hockey throughout Canada and we’re very pleased to be partnering with the GTHL to create the new *Kraft Cup*,” said Jack Hewitt, Vice President Marketing Services, Kraft Canada. “We’re committed to improving hockey throughout the GTA and promoting physical activity and a healthy lifestyle through sport.”

“The GTHL is a longstanding hockey institution and has played an important role in amateur hockey.” said John Gardner, GTHL President. “We are excited to be partnering with Kraft Canada and look forward to working with them on programs to help improve hockey and healthy lifestyles in the GTA.”

Kraft Canada has been sponsoring hockey programs for over 30 years and recently launched *Kraft Hockeyville 2009* – the search for Canada’s most passionate hockey town. *Kraft Hockeyville 2009* entries will be accepted starting Nov. 1, 2008 giving communities from across Canada the opportunity to host a 2009/10 NHL® pre-season game, win \$100,000 in arena upgrade money from Kraft and a community visit from the CBC Hockey Night in Canada crew. Four runner-up communities will receive \$25,000 each for arena upgrades from Kraft. Visit CBCSports.ca/hockeyville for more details.

About GTHL

Founded in 1911, the Greater Toronto Hockey League is the largest amateur hockey league in the world. Included under the GTHL umbrella are 47 member clubs, 35 house league organizations, 509 rep teams at the “AAA”, “AA”, and “A” levels and over 40,000 minor hockey players. Over the past decade there have been at least 65 graduates of the GTHL system actively playing on NHL rosters each year.

About Kraft

Kraft Foods (NYSE: KFT) is one of the world's largest food and beverage companies, with 2007 revenues of more than \$37 billion. For more than 100 years, Kraft has offered consumers delicious and wholesome foods that fit the way they live. Kraft markets a broad portfolio of iconic brands in more than 150 countries, including nine brands with revenues exceeding \$1 billion: *Kraft* cheeses, dinners and dressings; *Oscar Mayer* meats; *Philadelphia* cream cheese; *Maxwell House* coffee; *Nabisco* cookies and crackers and its *Oreo* brand; *Jacobs* coffees, *Milka* chocolates and *LU* biscuits. Kraft is listed in the Standard & Poor's 100 and 500 indexes. The company is a member of the Dow Jones Sustainability Index and the Ethibel Sustainability Index. For more information, visit the company's web site at www.kraft.com. In Canada, company brands include *Kraft Dinner* macaroni and cheese, *Christie* cookies and crackers, and *Delissio* pizza.

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