

KURT BOLLIN LAW
1506 Oak Street-Unit D
South Pasadena, CA 91030

December 8, 2014

NOTICE OF VIOLATION OF THE SAFE DRINKING WATER AND
TOXIC ENFORCEMENT ACT OF 1986 (California
Health and Safety Code §25249.5 et seq.)

NOTICE TO:
POST FOODS, LLC.,
POST HOLDINGS, INC., And
GENERAL MILLS, INC.
GENERAL MILLS SALES, INC., And
KELLOGGS USA, INC.

Priority Mail

TO THE PARTIES LISTED ON THE ATTACHED DISTRIBUTION LIST

Re: Ready to Eat Cereal Products — See Attachment "A"

To: Mr. Robert V. Vitale
Mr. Kendall J. Powell
Mr. John A. Bryant

POST FOODS, LLC. AKA POST HOLDINGS, INC.
GENERAL MILLS, INC.
KELLOGG USA, INC.

Dear Sir:

The Noticing parties William Dunlap, Doris Nichols, and Elizabeth Bojorquez, (the "Noticing Parties") serves this Notice of Violation ("Notice") upon:

1. Post Foods, LLC., Post Holdings, Inc. (hereinafter "Post");
2. General Mills, Inc. and General Mills Sales, Inc. (hereinafter "General");
3. Kellogg USA, Inc. (hereinafter "Kellogg");

Pursuant to and in compliance with California Health and Safety Code ("H&S Code") §25249.7(d) and Title 27, California Code of Regulations ("CCR") § 25903. This Notice satisfies a prerequisite for the Noticing Party to commence an action against Post, General and Kellogg to enforce the Safe Drinking Water and Toxic Enforcement Act of 1986. The violations addressed by this Notice occur in every county and city in California. This Notice is being served upon each violator, the California Attorney General, the District Attorney of every California County and the City Attorney of every California City with a population (according to the most recent decennial census) of over 750,000.

If Post, General or Kellogg's has a current registration with the California Secretary of State that identifies a Chief Executive Officer, President, or General Counsel, this Notice is being addressed to, and served upon, one of those persons or as directed, counsel of record in Cereal Litigation.

This Notice is provided by the Noticing Parties, which are based in Southern California . The Noticing Parties are acting in the public interest pursuant to H&S Code §25249.7(d), and are dedicated to protecting the environment, improving human health and supporting environmentally sound practices.

The violators' names and addresses are listed on the Distribution List to this Notice and the violations began on or after January 1, 1991, while occurring a continuous basis on numerous occasions each and every day since January 1, 1991, and are ongoing and continuing today.

This Notice of Violation covers the "warning provision" of Proposition 65, which is found at H&S Code §25249.6.

The name of each chemical that is listed pursuant to the Safe Drinking Water and Toxic Enforcement Act of 1986 involved in the violations addressed by this Notice is Acrylamide; (the "Listed Chemical"). The Listed Chemical is listed (and has been so listed for more than twelve months) by the Governor of the State of California as being a chemical known to the State of California to cause cancer and/or reproductive toxicity, or both cancer and reproductive toxicity.

The route of exposure for the violations addressed by this Notice is ingestion. There is also a danger of a dermal exposure while preparing the product for consumption.

The type of consumer products causing the exposures addressed by this Notice are "Ready to Eat Breakfast Cereals", including but not limited to, the Brands and Varieties listed on the Attachment "B" to this Notice.

There are numerous sources of the exposures addressed in this Notice. These exposures occur in homes, workplaces and everywhere else in California where these products are consumed or prepared for consumption. These exposures occur principally off the property of the Noticed Companies.

In the course of doing business, Post, General and Kellogg have knowingly and intentionally exposed, and continues to expose, individuals (especially pregnant and post-partum women) to the Listed Chemical. No clear and reasonable warning is or has been provided by Post, General and Kellogg to individuals regarding exposure to the Listed Chemical or regarding the fact that the Listed Chemical is known to the State of California to be a carcinogen, reproductive toxicant, or both a carcinogen and reproductive toxicant.

Attached hereto is also a copy of the 2014 version of the Office of Environmental Health Hazard Assessment, ("OEHHA") prepared "SUMMARY" of Prop 65 more commonly known as "APPENDIX A".

These exposures have gone on from at least 2008, after the prior global acrylamide settlement, and are ongoing and continuing today as the Noticing Parties believe and so alleges that Post, General and Kellogg has tolled the statute of limitations by negligent and/or fraudulent concealment of the constituents of the ingredients in their products from those persons that required warning in the stores where Post, General and Kellogg products are sold for consumer consumption in California and/or have failed and continue to fail to warn in compliance with statute. This failure to warn even after the state of CA added acrylamide to their list of 12 listed chemicals of greatest concern, ("Dirty Dozen") in 2014.

The labels on Post, General and Kellogg products are further absent any warning that would meet the definition delineated at Title 27 CCR §25601 et seq, nor do they comply with § 25603 et seq of that new regulation.

The carcinogen and as a newly designated reproductive toxicant, contained in the ingredients of the products, and subject to the warning requirements of H&S Code §25249.6 are listed below:

1 Acrylamide

The aforementioned carcinogen/reproductive toxicant is on the Governor's list (Prop 65 List). This chemical is known to the State of California to cause carcinogenic harm to humans requiring special warning labels and care in handling and use. The concentrations of these toxins in the subject consumer food product exceed the No Significant Risk Level ("NSRL") threshold of 0.2 microgram per day and require a warning of the existence of this chemical danger by the manufacture.

The principal route of exposure is through a "consumer products exposure" via ingestion and possibly through inhalation while being prepared in food processing. There is also a distinct danger of contacting this carcinogen via a dermal exposure while using the food product as intended by the manufacture. These exposures have gone on since January 1 1991, and are ongoing and continuing at every place in California that the products listed in ATTACHMENT B are offered for sale and consumption. All references to "exposure" in this notice shall be understood to be exposures to the specific product lines in Post, General and Kellogg products and the ingredients of those products.

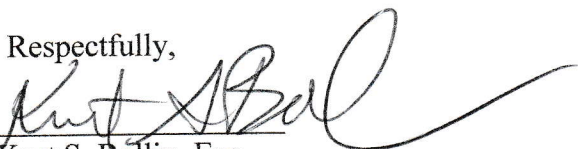
The sale of these products constitutes a transfer of a known carcinogenic chemical into the populous and the normal consumption of the product by the purchaser or others will cause the exposure without a clear and reasonable warning.

The location of these alleged exposures are many and varied while occurring within the 58 counties of the state of California. The Noticing Party's believe and so alleges that at least one of the jurisdictions identified had Cereal products sold within that county by a Post, General and Kellogg retail distributor and that sale caused the utilization of the consumer food product and subsequent exposure. Further that usage caused exposures in that jurisdiction to the constituents of the consumer food product as identified herein, and those exposures by Noticed Parties were allowed to take place without the prerequisite warnings as delineated by the applicable statutes specified in this notice.

Please direct any inquiries regarding this notice or any communication with counsel for the Noticing Parties at:

KURT BOLLIN LAW
1506 Oak Street-Unit D
South Pasadena, CA 91030
818- 599- 8020

Respectfully,


Kurt S. Bollin, Esq.

CERTIFICATE OF MERIT
HEALTH AND SAFETY CODE SECTION 25249.7(d)

• **ACRYLAMIDE**

NOTICED PARTIES:

POST FOODS, LLC, POST HOLDINGS, INC And

GENERAL MILLS, INC.

GENERAL MILLS SALES, INC., And


KELLOGG USA, INC

I, Kurt Bollin, am counsel for the Noticing Parties and hereby declare:

1. This Certificate of Merit accompanies the attached sixty-day notice(s) in which it is alleged that the parties identified in the notices have violated California Health and Safety Code section 25249.6 by failing to provide clear and reasonable warnings.
2. I am the counsel for the noticing parties.
3. I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies, or other data regarding the exposure to the listed chemical(s) that is the subject of this action.
4. Based upon the information obtained through those consultations, and all other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for private action" means that the information provides a credible basis that all the elements of the plaintiffs' case can be established and the information did not prove that the alleged violator will be able to establish any of the affirmative defenses set forth in the statute.
5. The copy of this Certificate of Merit served on the Attorney General attaches to it factual information sufficient to establish the basis for this certificate, including the information identified in Health and Safety Code section 25249.7(h) (2).

Date: Dec 8, 2014

Signed by:


Kurt S. Bollin, Esq.

CERTIFICATE OF SERVICE

I am over the age of 18 and not a party to this case. I am a resident of or employed in the county where the mailing occurred. My business address is 1506 Oak Street, S. Pasadena, Ca 91030.

On Dec 10, 2014 I served copies of the documents listed immediately hereafter by Priority Mail by placing same in sealed envelopes, fully preparing postage thereon, and depositing said envelopes in the U.S. Mail at South Pasadena, California. Said envelopes were addressed as follows:

SEE ATTACHED DISTRIBUTION LIST

(sent via Priority Mail with applicable postage to those parties)

Documents mailed:

1. NOTICE OF VIOLATION OF THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (California Health and Safety Code §25249.5 et seq.)

2. APPENDIX "A" , A "SUMMARY" of Prop 65 prepared by the Office of Emergency Health Hazard Assessment, ("OEHHA"). 2014 Version.

3. CERTIFICATE OF MERIT - (attachments only sent to California Attorney General's Office)

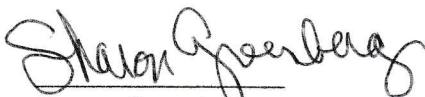
**TO: Post Foods, LLC
275 Cliff Street
Battle Creek, ML 94014**

**General Mills, Inc.
No. One General Mills Blvd.
Minneapolis, MN. 55426**

**Kellogg USA, Inc.
One Kellogg Square
Battle Creek, ML 49016**

I declare under penalty of perjury under the laws of the state of California that the foregoing is true and correct, and that this declaration was executed on Dec. 8, 2014 at South Pasadena, California.

Dec 10, 2014


Sharon Greenberg

APPENDIX "A"
SUMMARY
(OF PROPOSITION 65)
2014 VERSION

APPENDIX A

OFFICE OF ENVIRONMENTAL HEALTH HAZARD ASSESSMENT CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY

THE SAFE DRINKING WATER AND TOXIC ENFORCEMENT ACT OF 1986 (PROPOSITION 65): A SUMMARY

The following summary has been prepared by the California Office of Environmental Health Hazard Assessment (OEHHA), the lead agency for the implementation of the Safe Drinking Water and Toxic Enforcement Act of 1986 (commonly known as "Proposition 65"). A copy of this summary must be included as an attachment to any notice of violation served upon an alleged violator of the Act. The summary provides basic information about the provisions of the law, and is intended to serve only as a convenient source of general information. It is not intended to provide authoritative guidance on the meaning or application of the law. Please refer to~~The reader is directed to~~ the statute and OEHHA's implementing regulations (see citations below) for further information.

FOR INFORMATION CONCERNING THE BASIS FOR THE ALLEGATIONS IN THE NOTICE RELATED TO YOUR BUSINESS, CONTACT THE PERSON IDENTIFIED ON THE NOTICE.

~~The text of Proposition 65 (appears in California law as Health and Safety Code Sections 25249.5 through 25249.13).~~ The statute is available online at: <http://oehha.ca.gov/prop65/law/P65law72003.html>. Regulations that provide more specific guidance on compliance, and that specify procedures to be followed by the State in carrying out certain aspects of the law, are found in Title 27 of the California Code of Regulations, sections 25102 through 27001.¹ These implementing regulations are available online at: <http://oehha.ca.gov/prop65/law/P65Regs.html>.

WHAT DOES PROPOSITION 65 REQUIRE?

The "Proposition 65 Governor's List." ~~Under~~ Proposition 65, ~~requires the~~ implementing agency (OEHHA) Governor to publishes a list of chemicals that are known to the State of California to cause cancer and/or reproductive toxicity. ~~C~~This means that chemicals are placed on the Proposition 65 list if they are known to cause cancer and/or

¹ All further regulatory references are to sections of Title 27 of the California Code of Regulations unless otherwise indicated. The statute, regulations and relevant case law are available on the OEHHA website at: <http://www.oehha.ca.gov/prop65/law/index.html>.

birth defects or other reproductive harm, such as damage to female or male reproductive systems or to the developing fetus. This list must be updated at least once a year. The current Proposition 65 list of chemicals is available on the OEHHA website at: http://www.oehha.ca.gov/prop65/prop65_list/Newlist.html.

Only those chemicals that are on the list are regulated under Proposition 65 this law. Businesses that produce, use, release or otherwise engage in activities involving listed chemicals must comply with the following:

Clear and reasonable warnings. A business is required to warn a person before “knowingly and intentionally” exposing that person to a listed chemical unless an exemption applies; ~~for example, when exposures are sufficiently low (see below).~~ The warning given must be “clear and reasonable.” This means that the warning must: (1) clearly ~~say~~make known that the chemical involved is known to cause cancer, or birth defects or other reproductive harm and (2) be given in such a way that it will effectively reach the person before he or she is exposed to that chemical. Some exposures are exempt from the warning requirement under certain circumstances discussed below.

Prohibition from discharges into drinking water. A business must not knowingly discharge or release a listed chemical into water or onto land where it passes or probably will pass into a source of drinking water. Some discharges are exempt from this requirement under certain circumstances discussed below.

DOES PROPOSITION 65 PROVIDE ANY EXEMPTIONS?

Yes. You should consult the current version of the statute and regulations (<http://www.oehha.ca.gov/prop65/law/index.html>) to determine all applicable exemptions, the most common of which are the following:

Grace Periods. Proposition 65 warning requirements do not apply until 12 months after the chemical has been listed. The Proposition 65 discharge prohibition does not apply to a discharge or release of a chemical that takes place less than 20 months after the listing of the chemical.

Governmental agencies and public water utilities. All agencies of the federal, state or local government, as well as entities operating public water systems, are exempt.

Businesses with nine or fewer employees. Neither the warning requirement nor the discharge prohibition applies to a business that employs a total of nine or fewer

employees. This includes all full and part-time employees, not just those present in California.

Exposures that pose no significant risk of cancer. For chemicals that are listed under Proposition 65 as known to the State to cause cancer (~~“carcinogens”~~), a warning is not required if the business causing the exposure can demonstrate that the exposure occurs at a level that poses “no significant risk.” This means that the exposure is calculated to result in not more than one excess case of cancer in 100,000 individuals exposed over a 70-year lifetime. The Proposition 65 regulations identify specific “No Significant Risk Levels” (NSRLs) for many listed carcinogens. Exposures below these levels are exempt from the warning requirement. See OEHHA’s website at: <http://www.oehha.ca.gov/prop65/getNSRLs.html> for a list of NSRLs, and Section 25701 *et seq.* of the regulations for information concerning how these levels are calculated.

Exposures that will produce no observable reproductive effect at 1,000 times the level in question. For chemicals known to the State to cause reproductive toxicity, a warning is not required if the business causing the exposure can demonstrate that the exposure will produce no observable effect, even at 1,000 times the level in question. In other words, the level of exposure must be below the “no observable effect level” divided by a 1,000. This number is known as the Maximum Allowable Dose Level (MADL). See OEHHA’s website at: <http://www.oehha.ca.gov/prop65/getNSRLs.html> for a list of MADLs, and Section 25801 *et seq.* of the regulations for information concerning how these levels are calculated.

Exposures to Naturally Occurring Chemicals in a Food. Certain exposures to chemicals that naturally occur in foods ~~naturally~~ (i.e., that do not result from any known human activity, including activity by someone other than the person causing the exposure) are exempt from the warning requirements of the law. If the chemical is a contaminant² it must be reduced to the lowest level feasible. Regulations explaining this exemption can be found in Section 25501.

Discharges that do not result in a “significant amount” of the listed chemical entering into any source of drinking water. The prohibition from discharges into drinking water does not apply if the discharger is able to demonstrate that a “significant amount” of the listed chemical has not, does not, or will not pass into or probably pass into a source of drinking water, and that the discharge complies with all other applicable laws, regulations, permits, requirements, or orders. A “significant amount” means any detectable amount, except an amount that would meet the “no significant risk” level for chemicals that cause cancer or that is 1,000 times below the “no observable effect”

² See Section 25501(a)(4)

level for chemicals that cause reproductive toxicity, if an individual were exposed to that amount in drinking water.

HOW IS PROPOSITION 65 ENFORCED?

Enforcement is carried out through civil lawsuits. These lawsuits may be brought by the Attorney General, any district attorney, or certain city attorneys. Lawsuits may also be brought by private parties acting in the public interest, but only after providing notice of the alleged violation to the Attorney General, the appropriate district attorney and city attorney, and the business accused of the violation. The notice must provide adequate information to allow the recipient to assess the nature of the alleged violation. The notice must comply with the information and procedural requirements specified in Section 25903 of Title 27 the regulations and in ~~Title 11~~, sections 3100-3103 of Title 11. A private party may not pursue an independent enforcement action under Proposition 65 if one of the governmental officials noted above initiates an enforcement action within sixty days of the notice.

A business found to be in violation of Proposition 65 is subject to civil penalties of up to \$2,500 per day for each violation. In addition, the business may be ordered by a court to stop committing the violation.

A private party may not file an enforcement action based on certain exposures if the alleged violator meets specific conditions. For the following types of exposures, the Act provides an opportunity for the business to correct the alleged violation:

- An exposure to alcoholic beverages that are consumed on the alleged violator's premises to the extent onsite consumption is permitted by law;
- An exposure to a Proposition 65 listed chemical in a food or beverage prepared and sold on the alleged violator's premises that is primarily intended for immediate consumption on- or off-premises. This only applies if the chemical was not intentionally added to the food, or was formed by cooking or similar preparation of food or beverage components necessary to render the food or beverage palatable or to avoid microbiological contamination;
- An exposure to environmental tobacco smoke caused by entry of persons (other than employees) on premises owned or operated by the alleged violator where smoking is permitted at any location on the premises;
- An exposure to listed chemicals in engine exhaust, to the extent the exposure occurs inside a facility owned or operated by the alleged violator and primarily intended for parking non-commercial vehicles.

If a private party alleges that a violation occurred based on one of the exposures described above, the private party must first provide the alleged violator a notice of special compliance procedure and proof of compliance form.

A private party may not file an action against the alleged violator for these exposures, or recover in a settlement any payment in lieu of penalties or any reimbursement for costs and attorney's fees, if the notice of violation was served on or after October 5, 2013, and the alleged violator has done *all* of the following:

- Corrected the alleged violation within 14 days of being served notice;
- Agreed to pay a civil penalty of \$500 (subject to change as noted below) to the private party within 30 days; and
- Notified the private party serving the notice in writing that the violation has been corrected.

The written notification to the private-party enforcer must include a notice of special compliance procedure and proof of compliance form completed by the alleged violator as directed in the notice. On April 1, 2019, and every five years thereafter, the dollar amount of the civil penalty will be adjusted by the Judicial Council based on the change in the annual California Consumer Price Index. The Judicial Council will publish the dollar amount of the adjusted civil penalty at each five-year interval, together with the date of the next scheduled adjustment.

An alleged violator may satisfy these conditions only one time for a violation arising from the same exposure in the same facility or on the same premises. The satisfaction of these conditions does not prevent the Attorney General, a district attorney, a city attorney of a city greater than 750,000 in population, or any full-time city prosecutor with the consent of the district attorney, from filing an enforcement action against an alleged violator. The amount of any civil penalty for a violation shall be reduced to reflect any payment made by the alleged violator for the same alleged violation to a private-party enforcer.

A copy of the notice of special compliance procedure and proof of compliance form is included with this notice and can be downloaded from OEHHA's website at: <http://oehha.ca.gov/prop65/law/p65law72003.html>. The notice is reproduced here:

PRIVATE PARTIES NOTICE DEC 2014

ATTACHMENT "A"

KELLOGG'S CEREALS

2012 Team USA
40% Bran Flakes (Kellogg's)
All Stars
All-Bran
All-Bran Strawberry Medley
All-Bran Yogurt Bites
Atlantis
Banana Frosted Flakes
Barbie Multi-Grain
Bart Simpson
Bart Simpson's No ProblemO's
Bigg Mixx
Buzz Blasts
C-3PO's
Cat In The Hat
Cinnamon Mini Buns
Concentrate
Finding Nemo
Frosted Mini-Wheats: Blueberry Muffin
Fruity Marshmallow Krispies
Graham Cracko's
High School Musical
Homer's Cinnamon Donut
Honey & Nut Corn Flakes
Incredibles
Indiana Jones
Kooky Cocoa Rice Krispies
Kream Krunch
Mickey's Magix
Monsters University
Oatbake
OJ's
Kombos
Pep
Pop-Tarts Crunch
Pro Grain
Puffa Puffa Rice
Racing Apple Jacks
Raisins Rice & Rye
Rice Krispies
S.W. Graham
Shredded Krumbles
Star Trek
Temptations
Vrooms
Wheat Krispies
Wild Animal Crunch
3 Point Pops
All-American Rice Krispies
All-Bran Bran Buds

All-Bran Buds
All-Bran Complete Oat Flakes
All-Bran Complete Wheat Flakes
All-Bran Extra Fiber
All-Wheat
Amazing Spider-Man
Apple Cinnamon Rice Krispies
Apple Cinnamon Squares
Apple Jacks
Apple Jacks Apple Clones
Apple Jacks Crashers
Apple Jacks Gliders
Apple Raisin Crisp
Barbie As The Island Princess
Barbie Fairytopia
Berry Bones Scooby-Doo
Berry Krispies
Blueberry Squares
Bran Buds
Bran Flakes (Kellogg's)
Breakfast Mates
Candy Corn Corn Pops
Caramel Nut Crunch
Cars
Cars 2
Chocolate Kombos
Chocolate Wheats
Chocos
Cinnabon
Cinnamon Almond Raisin Bran
Cinnamon Crunch Crispix
Cinnamon Jacks
CinnaScary Apple Jacks
Coco Pops
Cocoa Corn Pops
Cocoa Frosted Flakes
Cocoa Hoots
Cocoa Krispies
Cocoa Krispies Choconilla
Colossal Froot Loops
Common Sense Oat Bran
Complete All-Bran
Complete Bran Flakes
Complete Oat Bran Flakes
Complete Wheat Bran Flakes
Corn Flakes (Kellogg's)
Corn Flakes With Instant Bananas
Corn Flakes With Real Bananas
Corn Pops
Corn Soya
Corneroos
Corny-Snaps
Cosmic Krispies
Country Morning
Country Morning With Raisins And Dates
Cracklin' Bran

Cracklin' Bran
Cracklin' Oat Bran
Cran-Vanilla Crunch
Creepy Cocoa Rice Krispies
Crispix
Crispix Krispies
Crispy Wheat
Cruncheroos
Crunchy Blends: Just Right Fruit And Nut
Crunchy Blends: Low Fat Granola With Raisins
Crunchy Blends: Low Fat Granola Without Raisins
Crunchy Loggs
Crunchy Loggs - Strawberry
Crunchy Nut Corn Flakes
Crunchy Nut: Golden Honey Nut Flakes
Crunchy Nut: Roasted Nut & Honey O's
Crunchy Nut: Caramel Nut
Double Dip Crunch
Drinket
Eat My Shorts
Eggo - Cinnamon Toast
Eggo - Maple Syrup
Ensemble
FiberPlus Antioxidants: Berry Yogurt Crunch
FiberPlus Antioxidants: Caramel Pecan Crunch
FiberPlus Antioxidants: Cinnamon Oat Crunch
Freaky Froot Loops
Frightening Froot Loops
Froot Loops
Froot Loops Marshmallows
Froot Loops Smoothie
Froot Loops Treasures
Froot Loops With Ghosts
Frosted Bran
Frosted Double Dip Crunch
Frosted Flakes (Kellogg's)
Frosted Flakes Gold
Frosted Krispies
Frosted Mini-Wheats
Frosted Mini-Wheats Little Bites - Chocolate
Frosted Mini-Wheats Little Bites - Cinnamon Roll
Frosted Mini-Wheats Little Bites - Honey Nut
Frosted Mini-Wheats: Big Bite
Frosted Mini-Wheats: Bite Size
Frosted Mini-Wheats: Cinnamon Streusel
Frosted Mini-Wheats: Maple & Brown Sugar
Frosted Mini-Wheats: Strawberry
Frosted Mini-Wheats: Strawberry Delight
Frosted Mini-Wheats: Touch Of Fruit
Frosted Mini-Wheats: Vanilla Creme
Frosted Rice
Frosted Rice Krispies
Frosted Wheats
Frosties
Fruit Harvest: Banana Berry
Fruit Harvest: Peach Strawberry

Fruit Harvest: Strawberry Blueberry
Fruitful Bran
Fruity Confetti Froot Loops
Granose Flakes
Hannah Montana
Hannah Montana
Haunted Apple Jacks Manor
Haunted Cocoa Rice Krispies Manor
Haunted Froot Loops Manor
Haunted Froot Loops Manor
Healthy Choice Mueslix
Heartwise (Kellogg's)
Ho Ho Holiday Rice Krispies
Holiday Froot Loops
Holiday Rice Krispies
Honey Crunch Corn Flakes
Honey Frosted Mini-Wheats
Honey Nut Corn Flakes
Honey Smacks
Howlin' Apple Jacks
Hunny B's
Ice Age 2
Jack 'O' Lantern Apple Jacks
Jif
Jumbo Krispies
Just Right
Just Right - Fruit And Nut
Just Right - Tropical
Kaleido Rice Krispies
Keebler Cookie Crunch Cereal
Keepers!
Kenmei Rice Bran
K-O's
Krave - Chocolate
Krave - Double Chocolate
Krave - S'mores
Kreepy Rice Krispies
Krumbled Bran
Krumbles
Kung Fu Panda Crunchers
Lilo & Stitch
Low Fat Granola With Raisins
Low Fat Granola Without Raisins
Marshmallow Blasted Froot Loops
Marshmallow Fruit Loops
Marshmallow Krispies
Mini Swirlz - Cinnamon Bun
Mini Swirlz - Fudge Ripple
Mini Swirlz - Peanut Butter
Mini Swirlz - Peanut Butter Blast
Mini Wheats Crunch
Mini-Wheats
Mini-Wheats: 5 Grains
Mini-Wheats: Apple Cinnamon
Mini-Wheats: Blackcurrant
Mini-Wheats: Blueberry

Mini-Wheats: Brown Sugar Frosted
Mini-Wheats: Golden Honey
Mini-Wheats: Maple
Mini-Wheats: Raisin
Mini-Wheats: Strawberry
Mini-Wheats: Unfrosted
Mini-Wheats: Unfrosted
Mini-Wheats: Vanilla
Monster Pops
Monsters, Inc.
Most
Mud & Bugs
Mueslix
NASCAR Speedway Crunch
Nut & Honey Crunch
Nut & Honey Crunch Biscuits
Nut & Honey Crunch O's
Nutrific
Nutri-Grain
Optivita
Pirates of the Caribbean
Pirates of the Caribbean: Dead Man's Chest
Pokemon
Pops
Pops: Chocolate Peanut Butter
Powerpuff Girls
Princess
Product 19
Puffed Rice (Kellogg's)
Puffed Wheat (Kellogg's)
Raisin Bran (Kellogg's)
Raisin Bran Crunch
Raisin Bran Extra!
Raisin Bran Omega-3
Raisin Squares
Raisin Wheats
Rally
Razzle Dazzle Rice Krispies
Rice Bubbles
Rice Krispies - Gluten Free
Rice Krispies Treats
Rice Krispies With Real Strawberries
Ricicles
Robots
Rocky Mountain Chocolate Factory
Sanitas Toasted Corn Flakes
Scooby-Doo
Shredded Wheat (Kellogg's)
Shredded Wheat Miniatures
Shrek
Simply Cinnamon Corn Flakes
Smacks
Smart Start: Cinnamon Raisin
Smart Start: Maple Brown Sugar
Smart Start: Original Antioxidants
Smart Start: Soy Protein

Smart Start: Strawberry Oat Bites
Smart Start: Toasted Oat
Smorz
Special K
Special K Blueberry
Special K Chocolate Almond
Special K Chocolatey Delight
Special K Chocolatey Strawberry
Special K Cinnamon Pecan
Special K Fruit & Yogurt
Special K Granola
Special K Low Carb
Special K Multi Grain
Special K Multigrain Oats & Honey
Special K Protein Plus
Special K Red Berries
Special K Vanilla Almond
Spider-Man (Kellogg's)
Spider-Man 2
SpongeBob SquarePants
Spooky Froot Loops
Spooky Marshmallow Froot Loops
Star Wars Episode III
Stars (Caramel)
Start
Strawberry Kombos
Strawberry Squares
Sugar Corn Pops
Sugar Frosted Flakes
Sugar Pops
Sugar Smacks
Sugar Stars
Sultana Bran (Kellogg's)
Sultana Bran Crunch
Temptations - French Vanilla Almond
Temptations - Honey Roasted Pecan
Tiger Power
Toasted Honey Crunch
Toasted Mini-Wheats
Tony's Cinnamon Krunchers
Tony's Turboz
Toy Story 3
Triple Snack
Tropical Forest Froot Loops
Vector
Whole Grain Shredded Wheat
Whole Wheat Biscuit
Whole Wheat Flakes
Whole Wheat Krumbles
X-Men 2

GENERAL MILLS CEREALS

Baron Von RedBerry
Benefit
Berry Lucky Charms
Body Buddies
Boo Berry
Buc Wheats
Bunuelitos
Cinnamon Chex
Clackers Graham
Clusters
Cocoa Puffs Combos
Crazy Cow - Chocolate
Crazy Cow - Strawberry
Curves Honey Crunch
Curves Whole Grain Crunch
E. T.
Fingos
Franken Berry
French Toast Crunch
Frosted Cheerios
Fruit Brute
Golden Grahams
Harmony
Holiday Sprinkles Cookie Crisp
Ice Cream Cones - Chocolate Chip
Ice Cream Cones - Vanilla
Kaboom
Kix
Millenios
Neopets Islandberry Crunch
Pac-Man
Peanut Butter Toast Crunch
Princess Fairytale Flakes
Reese's Peanut Butter Puffs
Sir Grapefellow
Sprinkle Spangles
Star Wars Episode II
Strawberry Shortcake
Sugar Cookie Toast Crunch
Sunrise
Team Cheerios
Total Cinnamon Crunch
Total: Brown Sugar & Oat
Twinkles
USA Olympic Crunch
Wheat Stax
Wheaties
Wheaties Energy Crunch
Wheaties Fuel
Wheaties Honey Gold

Winter Lucky Charms
Yu-Gi-Oh!
Yummy Mummy
Apple Cinnamon Cheerios
Apple Cinnamon Chex
Banana Nut Cheerios
Banana Wackies
Basic 4
Berry Berry Kix
Berry Burst Cheerios - Strawberry
Berry Burst Cheerios - Strawberry Banana
Berry Burst Cheerios - Triple Berry
Bran Muffin Crisp
Buttercups
Cheerioats
Cheerios Protein - Cinnamon Almond
Cheerios Protein - Oats & Honey
Chocolate Cheerios
Chocolate Chex
Chocolate Donutz
Chocolate Lucky Charms
Chocolate Toast Crunch
Cinnamon Burst Cheerios
Cinnamon Grahams
Cinnamon Nut Cheerios
Cinnamon Streusel
Cinnamon Toast Crunch
Circus Fun
Cocoa Puffs
Cocoa Puffs
Cookie Crisp - Sprinkles
Cookie Crisp: Double Chocolate
Cookie Crisp: Peanut Butter
Corn Chex
Corn Total
Count Chocula
Country Corn Bran
Country Corn Flakes
Crispy Wheaties 'n Raisins
Crispy Wheats 'n Raisins
Curves Fruit & Nut Crunch Cereal
Dark Chocolate Crunch Cheerios
Dora The Explorer
Dulce De Leche Cheerios
Dunk-A-Balls (Wheaties)
Dunk-A-Balls (Wheaties)
Dutch Apple
Dutch Apple
Fiber One - Caramel Delight
Fiber One - Frosted Shredded Wheat
Fiber One - Honey Clusters
Fiber One - Raisin Bran Clusters
Fiber One 80: Chocolate
Fiber One 80: Honey Squares
Fiber One Bran
Fiber One Protein - Cranberry Almond

Fiber One Protein - Maple Brown Sugar
Frosted Chex
Frosted Mini Chex
Frosted Toast Crunch
Frosted Wheaties
Frosty O's
Fruity Cheerios
Gold Medal Raisin Bran
Grand Slams
Green Slime (Nickelodeon)
Hershey's Cookies 'n' Cream
Hidden Treasures
Hi-Pro
Holiday Lucky Charms
Honey Frosted Wheaties
Honey Kix
Honey Nut Cheerios
Honey Nut Cheerios Medley Crunch
Honey Nut Chex
Honey Nut Clusters
Jets
Jurassic Park Crunch
La Lechera Flakes
Little Einsteins
Looney Tunes Back in Action
Lucky Charms
Magic Puffs
Maple Frosted Wheaties
Mickey Mouse Clubhouse Berry Crunch
Monopoly
Mr. Wonderful's Surprise - Chocolate
Mr. Wonderful's Surprise - Vanilla
Multi-Bran Chex
Multi-Grain Cheerios
Nature Valley Cinnamon
Nature Valley Granola
Nature Valley Oats 'N Honey
Nature Valley Organic Vanilla Nut
Nestle NesQuik
Oat Cluster Cheerios Crunch
Oatmeal Crisp: Almond
Oatmeal Crisp: Crunchy Almond
Oatmeal Crisp: Hearty Raisin
Oatmeal Crisp: Maple Brown Sugar
Oatmeal Crisp: Raisin
Oatmeal Raisin Crisp
Olympic Lucky Charms
Orange Blossom
Para Su Familia Cinnamon Stars
Para Su Familia Raisin Bran
Peanut Butter Cheerios
Powdered Donutz
Pro Stars
Raisin Nut Bran
Raisin Oat Bran
Raisin Oat Bran

Reese's Puffs
Rice Crunchins
Richard Petty 43's
Ripple Crisp
Rocky Road
Shrek's (Not Donkey's)
S'mores Crunch
S'mores Grahams
Spider-Man 3
SpongeBob Squarepants Fruity Splash
Strawberry Chex
Sugar Cones
Sugar Jets
Sugar Smiles
Sugar Sprinkled Twinkles
Sugar-Frosted Corn Bursts
Team USA Cheerios
Tigger & Pooh Corn Puffs
Total
Total Corn Flakes
Total Plus+ Honey Almond Flax
Total Protein
Total Raisin Bran
Total With Strawberries
Total: Blueberry Pomegranate
Total: Cranberry Crunch
Total: Honey Clusters
Total: Vanilla Yogurt
Total: Whole Grain
Triples
Trix
Trix Swirls
Tutti Fruiti Twinkles
Vanilla Chex
Wackies
Wheat Hearts
Wheaties Bran With Raisin Flakes
Wheaties Quarterback Crunch
Yogurt Burst Cheerios - Strawberry
Yogurt Burst Cheerios - Vanilla

Post Cereals:

40% Bran Flakes (Post)

Alpha-Bits

Candy Corn Pebbles

Corn Flakes & Strawberries

Crispy Critters

Croonchy Stars

Cupcake Pebbles

Elijah's Manna

Extra

Fortified Oat Flakes

Fruity Pebbles

Heart Of Oats

Honey Bunches Of Oats with Pecan Bunches

Honey-Comb

Hulk

Huskies

Natural Raisin Bran

Pebbles Boulders

Pink Panther Flakes

Polar Express

Smurf Berry Crunch

Smurfs

Strawberry Honeycomb

Sugar Coated Corn Flakes

Sugar Cookie Pebbles

The Batman

Turbo

Vanilla Almond Shredded Wheat

Waffle Crisp

100% Bran

Amazin' Raisin Bran

Apple Caramel Pecan Crunch

Apple Cinnamon Harvest

Bakeroonies

Bamm-Baam Berry Pebbles

Banana Nut Crunch

Bedrock Blizzard Cocoa Pebbles

Bedrock Blizzard Fruity Pebbles

Beep Beep

Blueberry Morning

Bran & Prune Flakes

Bran Flakes (Post)

Bran'nola

C.W. Post

Carb Well - Cinnamon Crunch

Carb Well - Golden Crunch

Chocolate Honey-Comb

Cinna-Cluster Raisin Bran

Cinna-Crunch Pebbles

Cinna-Graham Honey-Comb

Cinnamon Raisin Bran

Cinnamon Shredded Wheat

Cocoa Pebbles

Corn Crackos

Corn Flakes & Blueberries

Corn Flakes & Peaches
Corn Toasties
Corn-fetti
Count Off
Country Crisp
Cranberry Almond Crunch
Crispy Numbers
Diamond Shreddies
Dino Pebbles
Dino S'mores Pebbles
Fairly Odd Parents
Fiesta Fruity Pebbles
Frosted Rice Krinkles
Frosted Shredded Wheat
Fruit & Bran
Fruit & Fibre: Apples & Cinnamon
Fruit & Fibre: Dates, Raisins & Walnuts
Fruit & Fibre: Mountain Trail
Fruit & Fibre: Peaches, Raisins & Almonds
Fruity Pebbles Xtreme
Ghosties
Golden Crisp
Golden Raisin Crisp
Good Mornings: Berry Loops
Good Mornings: Cocoa Cinnamon Crunch
Good Mornings: Frosted Flakes
Good Mornings: Strawberry And Creme
Good Mornings: Vanilla O's

Good Morenings: Waffle Crunch

Grape-Nuts Fit

Grape-Nuts Flakes

Grape-Nuts O's

Grape-Nuts Trail Mix Crunch

Grape-Nuts Trail Mix Crunch: Cranberry Vanilla

Grape-Nuts Trail Mix Crunch: Maple Nut & Brown Sugar

Great Grains - Crunchy Pecans

Great Grains - Raisins, Dates & Pecans

Great Grains Digestive Blend - Berry Medley

Great Grains Digestive Blend - Vanilla Graham

Great Grains Protein: Cinnamon Hazelnut

Great Grains Protein: Honey Oats & Seeds

Great Grains: Blueberry Pomegranate

Halloween Brew Waffle Crisp

Holiday Fruity Pebbles

Honey Bunches of Oats - Honey Roasted

Honey Bunches of Oats - Raisin Medley

Honey Bunches of Oats Granola

Honey Bunches of Oats with Almonds

Honey Bunches of Oats with Banana Bunches

Honey Bunches of Oats with Cinnamon Clusters

Honey Bunches of Oats with real Apples and Cinnamon Bunches

Honey Bunches of Oats with Real Bananas

Honey Bunches of Oats with Real Peaches

Honey Bunches of Oats with Real Strawberries

Honey Bunches of Oats with Vanilla Clusters

Honey Bunches Of Oats: Fruit Blends

Honey Bunches of Oats: Greek Honey Crunch

Honey Bunches of Oats: Greek Mixed Berry

Honey Bunches Of Oats: Tropical Blends

Honey Maid

Honey Nut Shredded Wheat

Horizon

Ice Age: Continental Drift

IceBerry Pebbles

Just Bunches! - Caramel

Just Bunches! - Cinnamon

Just Bunches! - Honey Roasted

Lightly Frosted Shredded Wheat

Live Active - Mixed Berry Crunch

Live Active - Mixed Berry Crunch

Live Active - Nut Harvest Crunch

Maple Crunch Shreddies

Maple Pecan Crunch

Marshmallow Alpha-Bits

Marshmallow Mania Pebbles

Marshmallow Pebbles

Mickey Mouse Magic Crunch

Mini Cinnamon Churros

Mister Muscle

Morning Energy - Chocolatey Almond Crunch

Morning Energy - Cinnamon Crunch

Natural Bran Flakes

Oat Flakes (Post)

Oreo O's

Pebbles Boulders: Chocolate Peanut Butter

Poppin' Pebbles

Post Toasties

Post Toasties Corn Flakes

Puffed Corn Flakes

Puffed Rice (Post)

Raisin Bran (Post)

Raisin Grape-Nuts

Reptar Crunch

Rice Krinkles

Rugrats In Paris

Sesame Street

Shredded Wheat (Post)

Shredded Wheat 'N Bran (Post)

Shredded Wheat With Real Strawberries

Shreddies (Post)

Smurf Magic Berries

Strawberry Blasted Honey-comb

Sugar Corn-fetti

Sugar Crisp

Sugar Krinkles

Sugar Rice Krinkles

Sugar Sparkled Corn Flakes

Sugar Sparkled Flakes

Summer Berry Pebbles

Super Golden Crisp

Super Orange Crisp

Super Sugar Crisp

Superman Stars

Top 3

Whole Bran Shreds

Wild Thornberry's Crunch

Winter Fruity Pebbles

Wishing Stars

RALSTON CEREALS

Addams Family
Almond Delight
Batman
Batman Returns
Bill & Ted's Excellent
Bran Chex
Breakfast With Barbie
Cabbage Patch Kids
Dinky Donuts
Donkey Kong
Dunkin' Donuts
Freakies
Fruit Islands
G.I. Joe Action Stars
Gremlins
Grins & Smiles & Giggles & Laughs
Jetsons
Moonstones
Nerds
Nintendo Cereal System
Rainbow Brite
Raisin Bran Chex
Spider-Man (Ralston)
Transformers
Urkel-Os
Waffelos
Wheat & Raisin Chex
Wonder
Almond Apple Muesli
Bran News
Breakfast On The Run
Charged Bran
Checkr-Corn Flake
Christmas Cookie-Crisp
Cocoa Freakies
Cookie Crisp: Vanilla Wafer
Cookie-Crisp: Chocolate Chip
Cookie-Crisp: Oatmeal Cookie
Cracker Jack Cereal
Crisp Crunch
Crispy Oatmeal & Raisin Chex
Crispy Rice (Ralston)
Dinersaurs
Donkey Kong Jr.
Double Chex
Dynaman
Frosted Flakes
Frosted Rice Chex Juniors
Fruit Rings
Fruity Freakies
Ghostbusters 2

Graham Chex
Great Goodstuff
Honey Almond Delight
Honey Bran
Honey Graham Chex
Hot Wheels
I Love Double Chex
Mapl-Flake (Ralston)
Morning Funnies
Mr. Waffles
Mr. Waffles - Banana
New Kids On The Block
Oat Chex
Prince of Thieves
Ralston Wheat
Rice Chex
Shredded Ralston
Slimer And The Real Ghostbusters
Sugar Chex
Sugar Frosted Chex
Sun Flakes
Super Sugar Chex
Teenage Mutant Ninja Turtles
Waffelos - Blueberry
Wheat Chex
WWF Superstars

ATTACHMENT "B"
DISTRIBUTION LIST

DISTRIBUTION LIST

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October 2, 1911
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