



Summary of Canadian Children's Food & Beverage Advertising Initiative Participants' Definitions of Advertising Directed Primarily to Children Under 12 Years of Age

Company	Threshold Audience %	Status
Burger King Restaurants of Canada Inc.	30% or more of audience	Advertise approved products only
Campbell Company of Canada	35% or more of audience	Advertise approved products only
Coca-Cola Ltd	35% or more of audience	No advertising
Danone Inc.	35% or more of audience	Advertise approved products only
Ferrero Canada Ltd	30% or more of audience	No advertising
General Mills Canada Corporation	35% or more of audience	Advertise approved products only
Hershey Canada Inc.	30% or more of audience	No advertising
Janes Family Foods Ltd.	35% or more of audience	No advertising
Kellogg Canada Inc.	35% or more of audience	Advertise approved products only
Kraft Canada Inc.	35% or more of audience	Advertise approved products only
Mars Canada Inc.	25% or more of audience	No advertising
McCain Foods (Canada)	35% or more of audience	No advertising
McDonald's Restaurants of Canada Limited	35% or more of audience	Advertise approved products only
Nestlé Canada Inc.	35% or more of audience	No advertising
Parmalat Canada	35% or more of audience	Advertise approved products only
PepsiCo Canada ULC	35% or more of audience	No advertising
Post Foods Canada Corp.	35% or more of audience	Advertise approved products only
Unilever Canada Inc.	35% or more of audience	No advertising
Weston Bakeries Limited	35% or more of audience	No advertising

Further information about the Children's Advertising Initiative, as well as details of the Participants' Commitments is available at: www.adstandards.com/childrensinitiative.