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**Parmalat Canada Commitment**

**A. Identifying Information**

Parmalat Canada Inc.  
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This Commitment applies to all brands and products of Parmalat Canada.

**B. Advertising Messaging and Content**

100% of Parmalat Canada's television, radio, print and Internet advertising directed primarily to children under the age of 12 will further the goal of promoting healthy dietary choices and healthy lifestyles. This will be achieved by advertising only products that represent healthy dietary choices in accordance with Canada's Food Guide and meet the criteria for nutrient content claims. Specifically, Parmalat Canada will be advertising only BLACK DIAMOND CHEESTRINGS brand, available in three flavours: Mozzarella, Marbelicious and Cheddarific and BLACK DIAMOND / FICELLO SMART GROWTH STRINGABLE CHEESE and FUNCHEEZ. If Parmalat Canada decides to advertise any other products in the future, it will immediately submit a revised Commitment to Advertising Standards Canada for approval.

Parmalat Canada will determine if advertising is directed primarily to children under the age of 12 as follows:

**Television:** Any program traditionally considered to be children's programming (as designated by broadcast providers) or any programming for which 35% or more of the annual audience is composed of Children under 12.

**Radio:** Any program for which 35% or more of the annual audience is composed of Children under 12.

**Print:** Publications categorized by their publishers as "children's magazines" in Canadian Advertising Rates & Data (CARD).

**Internet:** Websites for which 35% or more of the annual visitors are children under 12, as reported either by ComScore, for measured websites, or by site registration data.

**C. Use of Licensed Characters**

Parmalat Canada only uses Licensed Characters in advertising products that represent healthy dietary choices.

**D. Product Placement**

Parmalat Canada will not pay for, or actively seek any to place its products in the program/editorial content of any medium primarily directed to children under the age of 12.

**E. Use of Products in Interactive Games**

Parmalat Canada will only incorporate products that meet the criteria for healthy dietary choices into interactive games on websites that are primarily directed to children under the age of 12.

**F. Advertising in Schools**

Parmalat Canada will not advertise in elementary schools.

**Implementation Schedule**

This commitment is effective as of January 1<sup>st</sup> 2008.

Revised February 2009 to include BLACKDIAMOND FUNCHEEZ.

**Supporting Data**

*Supporting data must be provided with the Commitment.*

**For Information Purposes Only**

BLACK DIAMOND, FICELLO, CHEESTRINGS, MARBELICIOUS, CHEDDARIFIC, SMART GROWTH and FUNCHEEZ are trademarks of and/or used under license by Parmalat Canada Inc.