

FOR IMMEDIATE RELEASE

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**3 MUSKETEERS® BRAND LAUNCHES 3 MUSKETEERS® TRUFFLE
CRISP WITH A NEW EXPERIENCE TO ENJOY CHOCOLATE**

New Chocolate is Rich Enough to Share, But You Really Won't Want to

HACKETTSTOWN, N.J. (February 2, 2010) --- Mars Chocolate North America announced today the national release of 3 MUSKETEERS® TRUFFLE CRISP Bar. The new chocolate delivers a unique experience through twin bars of rich, whipped truffle and elegant airy crisp, wrapped in real milk chocolate, so it is “rich enough to share, but you really won’t want to.” This complements the 3 MUSKETEERS® brand portfolio as it offers unapologetic great taste for a “lighter way to enjoy chocolate”.

“We are excited to introduce 3 MUSKETEERS® TRUFFLE CRISP to the snack food category,” said Carole Walker, vice president, Integrated Marketing Communications for Mars Chocolate North America. “The new addition to the 3 MUSKETEERS® family provides the signature light texture components of the 3 MUSKETEERS® bar now with an added airy crispy twist.”

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Each tasteful bar contains a tantalizing truffle sitting on a subtle airy crisp layer of meringue enrobed in velvety chocolate. Available in convenient two-piece single-serve packs, the new 3 MUSKETEERS® TRUFFLE CRISP Bar provides consumers with the option to share, but they really won't want to.

The 3 MUSKETEERS® TRUFFLE CRISP Bar launch will be supported by a national marketing campaign with the tagline "rich enough to share, but you really won't want to." The campaign will include print and TV advertising, public relations, sampling and digital activation.

The delectable 3 MUSKETEERS® TRUFFLE CRISP Bar is available at select supermarkets, convenience stores, and various mass retailers nationwide. The suggested retail price of a single serve pack (2 bars) is \$.79.

For more information on the new 3 MUSKETEERS® TRUFFLE CRISP Bar, visit www.3musketeers.com or the 3 MUSKETEERS® Facebook page at www.facebook.com/3musketeers.

About 3 MUSKETEERS®:

For the past 75 years, 3 MUSKETEERS® has provided chocolate lovers a light and fluffy chocolate treat, with 45% less fat than the average leading chocolate brands. In 2007, 3 MUSKETEERS® Brand expanded its portfolio to include 3 MUSKETEERS® MINT, the perfect combination of delicate mint nougat dipped in dark chocolate. 3 MUSKETEERS® is owned by Mars Chocolate North America, a division of Mars Incorporated, one of the world's leading food manufacturers. Detailed product information is available online at www.3musketeers.com.

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About Mars Chocolate North America:

Mars Chocolate North America is the North American chocolate operations of Mars, Incorporated. Mars, Incorporated is a private, family-owned company founded in 1911 and employing more than 65,000 associates at over 230 sites, including 135 factories, in 68 countries worldwide. Headquartered in McLean, Virginia, U.S.A., Mars, Incorporated is one of the world's largest food companies, generating global revenues of more than \$30 billion annually and operating in six business segments: Chocolate, Petcare, Wrigley Gum and Confections, Food, Drinks, and Symbioscience. These segments produce some of the world's leading brands: Chocolate – M&M'S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Petcare – PEDIGREE®, WHISKAS®, SHEBA®, CESAR® and ROYAL CANIN®; Wrigley – ORBIT®, EXTRA®, STARBURST®, DOUBLEMINT® and SKITTLES®; Food – UNCLE BEN'S®, DOLMIO®, EBLY®, MASTERFOODS® and SEEDS OF CHANGE®; Drinks – KLIX® and FLAVIA®; Symbioscience – WISDOM PANEL™ MX, SERAMIS®, and COCOAPRO™.

For more information, please visit www.mars.com.

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