

General Mills Foundation Pledges \$250,000 to Earthquake Relief in Haiti

MINNEAPOLIS (Jan. 14, 2010) - The General Mills Foundation today announced a commitment of \$250,000 to support disaster relief and rebuilding efforts in Haiti. The \$250,000 commitment includes a \$100,000 donation to the American Red Cross International Response Fund and a \$150,000 donation to CARE International for long-term rebuilding efforts.

"It's difficult to imagine the scale of this disaster and the tremendous challenges facing the people of Haiti following Tuesday's earthquake," said Ellen Goldberg Luger, the General Mills Foundation's executive director and vice president. "The priorities are to support the critical immediate response efforts as well as the rebuilding of this community."

About the General Mills Foundation

The mission of the General Mills Foundation, celebrating more than 50 years of giving, is to nourish communities. In fiscal 2009, General Mills awarded \$91 million to communities across the country, representing more than 5 percent of company pretax profits that year. Of the total, the Foundation contributed \$21 million in grants in the targeted areas of hunger and nutrition wellness, education, social services, and arts and culture. In addition, 82 percent of employees volunteer in the communities where they live and work.

About General Mills

One of the world's leading food companies, General Mills operates in more than 100 countries and markets more than 100 consumer brands, including Cheerios, Häagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, Muir Glen, and more. Headquartered in Minneapolis, Minnesota, U.S.A., General Mills had fiscal 2009 global net sales of US\$15.9 billion, including the company's \$1.2 billion proportionate share of joint venture net sales.

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