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FOR IMMEDIATE RELEASE

Betty Crocker® Makes Gluten Free Desserts Enjoyable and Accessible With New Cake, Brownie and Cookie Mixes

*The No. 1 Selling Dessert Mix Brand Gives
Gluten Free Households More Options to Bake
With New Gluten Free Dessert Mixes*

MINNEAPOLIS (May 2, 2009) – Betty Crocker welcomes gluten free seekers back to the baking aisles of grocery stores nationwide this summer with four new dessert offerings: Betty Crocker® Gluten Free Yellow Cake Mix, Betty Crocker® Gluten Free Devil’s Food Cake Mix, Betty Crocker® Gluten Free Brownie Mix and Betty Crocker® Gluten Free Chocolate Chip Cookie Mix – all made in a gluten free processing facility.

Growing Demand for Gluten Free

“One in nine U.S. households watches, reduces or avoids gluten intake,” said Michelle Tucker, M.S., registered dietitian and senior scientist of the Bell Institute of Health and Nutrition. “When you combine the number of households with those affected by celiac disease and others that choose to follow a low gluten or gluten free diet, it equals the percentage of households that limits dairy intake and is three times the percentage of households that avoid nuts.”

Celiac disease is a condition that makes it difficult, if not impossible, for an individual to digest gluten, a protein found in wheat, barley and rye, among other grains. This disease requires a diet void of traditional wheat flour-based mixes, and baked goods prepared using common traditional baking ingredients, for the rest of one’s life. Even



- More -

a small amount of a gluten-containing ingredient could cause a major reaction, including potential digestive system damage. About 1 in 133 people are diagnosed with celiac disease, with the rate of diagnosis nearly doubling in 2006.

Benefits of Gluten Free Mixes From Betty Crocker

Until now, baking for a loved one who has celiac disease meant preparing two kinds of birthday cakes or sweet treats for one celebration – a gluten free option and a “regular” cake, pan of brownies or plate of cookies.

Additionally, gluten free mixes were often difficult to find and required a separate trip to a specialty grocery store. With the easy-to-prepare Betty Crocker Gluten Free Dessert Mixes, gluten free consumers will once again be able to enjoy sweet moments with loved ones, like splitting a plate of cookies after dinner or sharing a birthday cake to celebrate someone special. And, gluten free does not



Betty Crocker launches four new gluten free dessert mixes. Betty Crocker Gluten Free Brownie Mix shown above.

mean taste free – these new mixes create a sweet treat that’s enjoyable for everyone, even those who do not follow a gluten free diet.

“We’re delighted to give those looking for a gluten free dessert option our new Betty Crocker Gluten Free line,” said Ann Stuart, director of the Betty Crocker Kitchens. “The quality product, incredible taste and easy preparation of these mixes come from a brand they can easily find and fully trust for delicious outcomes.”

Betty Crocker’s new line of gluten free mixes is available for an approximate retail price of \$4.49, which is less than most comparable options. For more information and recipe ideas using Betty Crocker® Gluten Free dessert mixes, visit www.bakelifesweeter.com/glutenfree.



About Betty Crocker

Since her creation in 1921, Betty Crocker has been one of the strongest brand icons in the food industry. A brand associated with quality and trust, Betty Crocker and the red spoon symbol appear on more than 300 General Mills products including ready-to-spread frostings and mixes that make some of the country's best cakes, brownies, cookies, muffins and other baked goods.

As a pioneer in the dessert mix category, General Mills was one of the first companies to introduce layer cake mix in 1947; it did so under the Betty Crocker name. This started a revolution in baking, providing homemakers with a convenient, reliable way to replicate the quality and taste of "homemade" without the hassle. Today, Betty Crocker products are the best-selling dessert mixes on the market.

For more product or recipe information, please visit the Betty Crocker Web site at www.bettycrocker.com

EDITOR'S NOTE

Source: Mintel Food Allergies and Intolerance U.S. Report, April 2007.

For additional information, Betty Crocker Gluten Free logos or photography needs, please contact aviljaste@oco.com.

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