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**KRAFT FOODS NORTH AMERICA RENEWS MEDIAVEST AGREEMENT
*SMG's MediaVest Continues as Media AOR; Tapestry Unit Added for Multicultural Media***

NORTHFIELD, IL, October 9, 2003 – Kraft Foods North America, the nation's largest branded food company, announced today that it has further consolidated its media assignments with Starcom MediaVest Group (SMG) throughout North America to further improve agency alignment and efficiency. SMG's MediaVest continues as the company's general market media agency of record, with SMG's Tapestry unit being integrated to handle multicultural media, effective January 2004. The Bravo Group, currently responsible for multicultural media, will remain as Kraft's multicultural creative agency partner. In addition, Modem Media will continue its specialized services for digital online media.

“Kraft is always looking at how we can work more effectively with our agency partners to develop integrated media solutions,” said Don Miceli, Vice President, Media Services, Kraft Foods North America. “Each of these firms offers unique strengths. The integration of SMG's Tapestry resources will help us more effectively reach our increasingly diverse consumers amid a shifting media landscape.”

“We believe the combination of SMG's MediaVest and Tapestry, along with Modem offers the world class media resources required across our portfolio,” said Miceli. “In addition to the core services, Kraft will access various SMG assets such as SMG's IP, Entertainment and Relay units for special initiatives and projects. We look forward to working with these agencies to deliver the breakthrough connections that will resonate with our consumers.”

Kraft Foods markets many of the world's leading food brands, including *Kraft* cheese, *Maxwell House* and *Jacobs* coffees, *Nabisco* cookies and crackers, *Philadelphia* cream cheese, *Oscar Mayer* meats, *Post* cereals and *Milka* chocolates, in more than 150 countries.

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