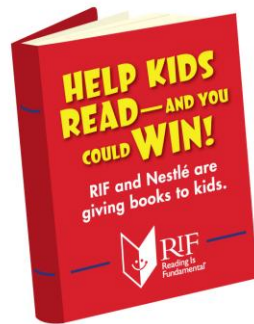


“The Nestlé® Share the Joy of Reading Program” Fact Sheet



Background:

For nearly 20 years, Nestlé USA has partnered with Reading Is Fundamental (RIF), the nation's oldest and largest nonprofit children's literacy organization. The partnership is part of Nestlé's ongoing commitment to education as the key to a brighter future and a better quality of life for everyone.

Program Overview:

Nestlé Confections & Snacks has announced the launch of “**The Nestlé Share the Joy of Reading Program,**” which contributes to RIF and also gives consumers the opportunity to be rewarded with a wide range of prizes.

With deep cuts in federal funding during these difficult economic times, RIF is at risk of losing roughly 75 percent of its annual revenue. Now more than ever, it is important to give back to organizations such as RIF that are dedicated to supporting underserved communities.

Through this program, consumers have the opportunity to help give books to needy kids by looking for promotion codes inside specially marked bags of NESTLE® AND WONKA® candy: NESTLE® CRUNCH®, BUTTERFINGER®, BABY RUTH®, 100 GRAND®, BUTTERFINGER CRISP®, NESTLE® CRUNCH CRISP®, BABY RUTH CRISP® and WONKA® LAFFY TAFFY®, NERDS®, SWEETARTS® and MIXUPS®.

- Consumers can enter the promotion code found inside specially marked bags of NESTLE® and WONKA® candy at : www.celebrationcorner.com/RIF.
- Nestlé will donate \$.10 to RIF every time a promotion code is entered to play the instant win game.
- Nestlé will also donate a book in the form of \$2 to RIF for each instant win.

The Benefit to RIF

- Nestlé Confections & Snacks will **donate up to \$250,000 to RIF** over the 19-month promotion (running from June 2010 - December 2011). (Nestlé will donate \$.10 for each game code played and \$2.00 for each Instant Win, up to a maximum of \$250,000. If the total donation is less than \$100,000 at the end of the program, Nestlé will guarantee a \$100,000 donation to RIF.)
- Nestlé has helped donate more than \$6 million to RIF and helped more than 600,000 children over the past 20 years.

The Benefit to Consumers*

- Consumers can instantly win a \$10 book certificate.
- Consumers could win \$5,000 as part of one of the **monthly drawings**.

No purchase necessary. For a free promotion code, full rules and to play, visit www.Celebrationcorner.com/RIF. Open to legal residents of the 50 US & DC, 18 or older. Game ends 11:59 p.m., 12/29/11 Void where prohibited.

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