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KRAFT FOODS-MASON CITY MARKS COMPLETION OF NEW WAREHOUSE
Ribbon-Cutting Ceremony to be Held at New Refrigerated Warehouse

MASON CITY, IA- October 23, 2003 - State and local officials, employees of Kraft Foods-Mason City and the company's headquarters in Northfield, IL, and representatives of many local businesses will be on hand this evening as Kraft Foods-Mason City celebrates the completion of its new 108,000-square-foot warehouse at 904 12th Street NW, adjacent to the Kraft manufacturing facility.

The new refrigerated warehouse was built by Dean Snyder Construction, is owned by McMahan Development group LLC, and leased by Kraft. It will help the company meet its expanding needs for efficient distribution of finished products and adequate storage of packaging and raw materials, and is expected to begin operations by the end of this month.

"This impressive, state-of-the art warehouse is a masterpiece of steel and concrete, brought together by the tremendous efforts of a great number of people," said John Michel, plant manager, Kraft Foods-Mason City. "We extend our heartfelt thanks to McMahan Development, the City of Mason City, the Mason City Economic Development Corporation, Kraft Foods, Dean Snyder Construction, the workers who put it all together and the folks from Crescent Park who will run the day-to-day operations at the facility."

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Kraft Foods-Mason City adds more than \$30 million to the local economy each year in payroll, taxes, utilities, goods and services. In addition, Kraft has spent in excess of \$20 million in capital expenditures for expansion and improvements during the last three years. Kraft also participates in the community in other ways.

"Beyond Kraft's economic impact in the Mason City economy, we've supported many Mason City area nonprofit organizations through the Kraft Contributions Program and employee volunteerism, helping to ensure the availability of critical services to area residents," Michel noted. "We are proud to be a part of Mason City, and we're delighted to continue to grow in this terrific community ."

Kraft Foods-Mason City produces *Jell-O* ready-to-eat refrigerated snacks, *Kraft Handi-Snacks* pudding and refrigerated snacks for use in *Oscar Mayer Lunchables* lunch combinations.

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.