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THREE SISTERS CEREAL® TO SUPPORT HAITIAN RELIEF EFFORTS WITH DONATION

Donation of \$1.00 for every cereal package sold in April will support emergency relief work by Minneapolis-based American Refugee Committee; Whole Foods Market to support with in-store effort

MINNEAPOLIS, MN – April 5, 2010 – The Malt-O-Meal® Company announced today that it is partnering with the American Refugee Committee (ARC) and Whole Foods Market® to support relief efforts in the earthquake-stricken Republic of Haiti. Throughout the month of April, Malt-O-Meal will donate \$1.00 to the American Refugee Committee for every bag of its Three Sisters® brand cold cereal or box of Three Sisters instant oatmeal purchased at Whole Foods Market stores nationwide, up to a maximum donation of \$100,000.

Officials estimate that over 300,000 people were injured and that over one million Haitians remain displaced from their homes as a result of the damage caused by the January 12th earthquake. “Recovery will require sustained relief efforts and financial support for a long time, and of course, no amount of money can ever compensate for the human suffering we continue to witness,” said John Gappa, Malt-O-Meal’s Chief Financial Officer. Gappa also serves as Board Chairman of the American Refugee Committee.

Whole Foods Market will provide support for this campaign with in-store merchandising in its U. S. store locations, on its corporate website, and through its consumer communications activities. “Malt-O-Meal has put together a great program to contribute to Haiti relief efforts, and Whole Foods Market is proud to support them,” said Honey Thompson, global project leader for Whole Foods Market. “Efforts like this one make it easy for shoppers to make a difference by simply buying what they love – and it doesn’t get any better than Three Sisters Cereals.”

The Minneapolis-based American Refugee Committee’s emergency response team is on the ground in Haiti, bringing relief to some of the millions who were devastated by last week’s earthquake. ARC has flown in experts from all over the world in health, sanitation, water, protection, security, and logistics. They are working to reach as many people as possible, as quickly and effectively as possible. ARC response teams are working in Port-au-Prince and Fond Parisien, to the east near the Dominican Republic border.

“The rainy season is fast approaching, and thousands of people still need shelter and other basic services,” said Daniel Wordsworth, President of the American Refugee Committee. “Funds raised through this partnership will provide critical support to the people of Haiti and will help save lives.”

Follow the efforts of Three Sisters Cereal and ARC on Facebook at [Facebook.com/3SistersCereal](https://www.facebook.com/3SistersCereal) and on Twitter at [Twitter.com/3SistersCereal](https://twitter.com/3SistersCereal).

About Three Sisters Cereal and the Malt-O-Meal Company

Three Sisters Cereal is a division of Minneapolis-based Malt-O-Meal Company. Three Sisters brand cereals include a full line of cold cereals and four instant oatmeal varieties. Three Sisters cereals are made from the highest quality, all-natural ingredients and are packaged to reduce post-consumer waste. Three Sisters cold

cereals are manufactured with renewable energy. The company purchases wind energy credits from Windsource® to offset electricity used in the production of Three Sisters brand instant oatmeal. Founded in 1919, the Malt-O-Meal Company is the largest family-owned cereal company in the country. Malt-O-Meal's mission is to save consumers money by being the leading producer of high quality, affordably priced breakfast cereals. Headquartered in Minneapolis, MN, the company manufactures farina-based hot cereals, a full line of oatmeal products, traditional all-family and kids' ready-to-eat cereals, and all-natural ready-to-eat cereals. The company operates production facilities in Minnesota, Utah, Iowa, and North Carolina, and distribution centers in Minnesota, Missouri, Utah, Tennessee and Pennsylvania. For more information about the Malt-O-Meal Company, visit www.malt-o-meal.com.

About the American Refugee Committee

The American Refugee Committee is an international humanitarian aid agency that works to help people take back control of their lives. The partnerships we form with our constituents and supporters provide essential services and economic opportunities to people who have lost everything due to conflict and disaster. The organization has extensive experience in disaster relief, including recent responses to the Tsunami in Thailand and earthquakes and floods in Pakistan. Each year, the American Refugee Committee works with nearly 2.5 million people in Africa and Asia. For more information, visit www.ARCrelief.org.

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