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**KRAFT FOODS AND TIMES SUPERMARKETS PRESENT THE
"ULTIMATE SONY OPEN EXPERIENCE" SWEEPSTAKES**

HONOLULU, Hawaii – (December 2, 2009) – Times Supermarkets and Kraft Foods in Hawaii have paired up to offer shoppers the opportunity to go from the grocery store onto the green with the pros with the "Ultimate Sony Open Experience" sweepstakes.

One grand prize winner will win the Ultimate Sony Open Experience, which includes a private golf lesson for two from a PGA tour pro, satellite pro-am package, Sony Open Gift package, two-night Waikiki hotel stay, two Honorary Observer positions allowing for "Inside the Ropes" access during a designated pro round day and tee time, two tickets to a movie premiere on Tuesday, January 12, 2010, and announcement of the winner's name during the King Auto Group Pro-Jr. Skills Challenge.

In addition, two first-prize winners will each receive two season badges good for week-long admission at the Sony Open, two tickets to a movie premiere on Tuesday, January 12, 2010, one Sony Open gift package, and two invitations to the Kraft Foods VIP area at the King Auto Group Pro-Jr. Skills Challenge on January 12, 2010. Ten second-prize winners will each receive four Daily Admission tickets and two invitations to the Kraft Foods Hawaii VIP area at the King Auto Group Pro-Jr. Skills Challenge on January 12, 2010.

From December 16 – December 28, Hawaii residents 18 years of age and older can complete an entry form and drop it in marked boxes at any Times Supermarket location for their chance to win. No purchase is necessary; see Official Rules in stores for the details.

About Kraft Foods

Kraft Foods (www.kraftfoodscompany.com) makes today delicious in 150 countries around the globe. Our 100,000 employees work tirelessly to make delicious foods consumers can feel good about. From American brand icons like Kraft cheeses, dinners and dressings, Maxwell House coffees and Oscar Mayer meats, to global powerhouse brands like Oreo and LU biscuits, Philadelphia cream cheeses, Jacobs and Carte Noire coffees, Tang powdered beverages and Milka, Côte d'Or, Lacta and Toblerone chocolates, our brands deliver millions of smiles every day. Kraft Foods (NYSE: KFT) is the world's second largest

food company with annual revenues of \$42 billion. The company is a member of the Dow Jones Industrial Average, Standard & Poor's 500, the Dow Jones Sustainability Index and the Ethibel Sustainability Index.

— make today delicious —