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BIG ISLAND SCHOOLS EARN A SHARE OF \$100,000 THROUGH THE 16TH ANNUAL KOKUA I NA KULA PROGRAM AT KTA SUPER STORES

HONOLULU, Hawaii - Hilo High School, Waiakea High School, Waikoloa Elementary School, Honokaa High & Intermediate School and Kealaheke High School made the honor roll as the top five points-earning schools in this year's Kokua i Na Kula (KINK) program, presented by KTA Super Stores and Kraft Foods in Hawaii. The five schools were among the 73 total that vied for their share of \$100,000 to be used for capital improvements, beautification projects, school equipment, and extra-curricular activities. Since the program's inception 16 years ago, KTA Super Stores and Kraft Foods have been able to donate more than \$1.1 million to Big Island schools.

"KTA Super Stores is proud to host this program each year through the support of our sponsors and the community," said Advertising/Promotions Manager Tracey Yamane. "Kokua I Na Kula truly makes a positive impact on the Island of Hawaii's schools and students."

Big Island residents were invited to:

- SHOP at KTA Super Stores between August 12 and October 13, 2009
- BUY participating products marked with the lightbulb logo
- WRITE the number of their favorite school on the *Kokua i Na Kula* portion of their sales receipt, and
- DEPOSIT the completed receipt in designated collection boxes at any KTA. One point was awarded for each product purchased and added toward their favorite Big Island School.

More than half of this year's participating schools were able to earn over \$1,000 through the program. Each school received a share of the \$100,000 credit based on the percentage of total points earned.

Kokua I Na Kula boasts 100 percent participation of public and private schools serving students K through 12 within the Hawaii School District and Hawaii Association of Independent Schools. Program sponsors included KTA Super Stores, Kraft Foods, Kimberly-

Clark, Quaker Foods, Gatorade, Hawaiian Sun, Frito-Lay, Pepsi, Tombstone, Dreyer's and Nabisco.

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.

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