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**North Carolina Security Breach Reporting Form  
Pursuant to the Identity Theft Protection Act of 2005**

Name of Business Owning or Licensing Information Affected by the Breach: Kraft Foods (Gevalia)  
Address: Three Lakes Drive, Northfield, IL 60093  
Telephone: (847) 646-2000  
Fax: (570) 472-6175  
Email: Jim.Portnoy@Kraft.com

**PLEASE SUBMIT FORM TO:**  
Consumer Protection Division  
NC Attorney General's Office  
9001 Mail Service Center  
Raleigh, NC 27699-9001  
Telephone: (919) 716-6000  
Toll Free I NC: (877) 566-7226  
FAX: (919) 716-6050

Date Security Breach Reporting Form submitted: November 12, 2008

Date the Security Breach was discovered: October 16, 2008

Estimated number of affected individuals: 185 North Carolina Residents: 7

Name of business maintaining or possessing information that was the subject of the Security Breach, if the business that experienced the Security Breach is not the same entity as the business reporting the Security Breach (pursuant to N.C.G.S. §75-65(b): Affinitas

Describe the circumstances surrounding the Security Breach and state whether the information breached was in electronic or paper format: We recently learned that an employee of Affinitas, the company that manages outbound telephone sales of products for Kraft's Gevalia subsidiary, copied personal information regarding 11 of our customers, including names and credit card numbers. Although the information is stored electronically, it was accessed in this form, but rather was copied during telephone conversations. The same individual had access to personal information provided by approximately 174 other customers. At this time, we have no information indicating that any information has been used to commit identity fraud or otherwise misused.

Regarding electronic information breached, state whether the information breached or potentially breached was password protected or encrypted in some manner: Not Applicable. If so, please describe the security measures protecting the information: Not Applicable.

Describe any measures taken to prevent a similar Security Breach from occurring in the future: We are requiring our contractor to take steps to enhance its privacy protection practices and will work with our contractor to identify ways to strengthen its practices.

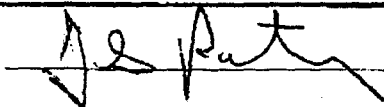
Date affected NC residents were/will be notified: Approximately November 7, 2008.

If there has been any delay in notifying affected NC residents, describe the circumstances surrounding the delay pursuant to N.C.G.S. §75-65(a) and (c)): Not Applicable.

If the delay was pursuant to a request from law enforcement pursuant to N.C. G.S. 75-65(c), please include the written request or the contemporaneous memorandum. Not Applicable.

How NC residents were/will be notified? (pursuant to N.C.G.S. § 75-65(e))  
Please attach a copy of the notice if in written form or a copy of Any scripted notice if in telephonic form.

- written notice
- Electronic notice (email)
- telephone notice
- substitute notice

Signature:  Date: November 10, 2008

Contact Person, Title: James S. Portnoy, Chief Counsel, Corporate & Government Affairs  
Address: Kraft Foods, 975 F Street, NW, Washington, DC 20004 (if different from above)  
Telephone: (202) 942-4360  
Fax: (202) 942-4365  
Email: Jim.Portnoy@Kraft.com