

Contact:

Jennifer Mennes
Post Foods
Jennifer.Mennes@PostFoods.com
(973) 658-2300

Amy Grosheider
Hunter Public Relations
agrosheider@hunterpr.com
(212) 679-6600



POST® SHREDDED WHEAT SAYS ‘GAME ON!’ TO THE NATIONAL SENIOR GAMES TO PROMOTE HEALTH AND WELLNESS

Campaign Aims to Help Seniors Live Life to the Fullest by Eating Right and Staying Active

PARSIPPANY, NJ (January 22, 2014) – Doctor-recommended Post Shredded Wheat today announced a partnership with the National Senior Games Association (NSGA), the governing organization for the largest multi-sport event in the world for adults over age 50. In an effort to add a new, more extreme sport to the NSGA’s roster of athletic competitions and help more seniors get in the game, Post Shredded Wheat Team Coach, television and film actor Ralph Macchio, is inviting Americans to vote on which sport athletes could face in the 2014 Qualifying State Senior Games, as well as in the 2015 National Senior Games Presented by Humana.

From now until February 24, 2014, Post Shredded Wheat, with the help of fans across America, will be helping the NSGA to add a new sport into its biennial national competition. Americans can help choose the new sport by visiting www.PostShreddedWheatGames.com. Once on the site, voters can choose from among five sports – judo, weightlifting, power walking, fencing or soccer - as a new sport to join the Senior Games competitions.

“Like the National Senior Games Association, we at Post Shredded Wheat aim to increase awareness of the role nutrition and exercise can play in helping Americans live life to the fullest at any age,” said Mangala D’sa, Brand Director for Post Shredded Wheat. “In fact, Post Shredded Wheat is recommended by 9 out of 10 doctors to help maintain a healthy heart and help reduce the risk of heart disease. And when combined with regular exercise, it can lead to a healthier lifestyle.”

In addition to the new sport petition, adults over the age of 50 will be eligible to get in the game by visiting the website and entering for the chance to win a grant to compete in their local 2014 State Senior Games and join Team Post Shredded Wheat. Through the grant, Post Shredded Wheat will pay winners’ entry fee and provide them with active gear to help them achieve their athletic pursuits. Interested seniors will have until February 24, 2014 to submit their entry.

“As a recent member of the 50-plus club, I know the importance that a healthy diet and active lifestyle can have on how you look and feel,” said Macchio. “For breakfast, I choose doctor-

recommended Post Shredded Wheat with low-fat milk and berries, and incorporate fruits and veggies throughout the day. For exercise, I love cardio to stay in shape and am always up for learning new sports.”

Post Shredded Wheat will send representatives to State Senior Games events during the 2014 competitions, offering athletes and participants tips for heart-healthy nutrition and staying active on and off the field. At State Senior Games competitions, Post Shredded Wheat will offer heart-smart recipes, samples and branded gear.

"The NSGA and Post Shredded Wheat will work hand-in-hand to enhance our efforts to promote senior health and wellness across America," Marc T. Riker, CEO of the NSGA said. "During the 2014 National Senior Games qualifying year and beyond, Post Shredded Wheat will nourish our current and new members with resources and tools needed to lead healthier lives."

In a recent survey, 9 out of 10 doctors recommended Post Shredded Wheat as part of a low-sodium, healthy diet to help maintain a healthy heart, reduce the risk of heart disease and support healthy blood pressure levels.¹ Post Shredded Wheat Spoon Size Original and Post Shredded Wheat Original contain zero sodium, zero grams of sugar and zero cholesterol per serving. They are made with 100% natural whole grain wheat and contain at least 47 grams of Whole Grain² per serving.

For more information on Post Shredded Wheat, visit PostShreddedWheat.com or Facebook.com/PostShreddedWheat. The campaign petition and contest as well as contest rules and regulations can be viewed by visiting PostShreddedWheatGames.com. For more information on the National Senior Games Association, visit NSGA.com.

¹ Based on an online survey of 400 physicians conducted by Wakefield Research between October 30 and November 17, 2013, using an email invitation and online survey. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.9 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

² Nutritionists recommend eating three or more servings of whole grain food per day (about 16g whole grain per serving)

About Post Foods, LLC

Post has enriched the lives of consumers, bringing quality foods to the breakfast table since the company's founding in 1895. Post's portfolio of brands includes diverse offerings to meet the taste and nutritional needs of all families, including such favorites as Honey Bunches of Oats[®], Pebbles[™], Great Grains[®], Post[®] Shredded Wheat, Post[®] Raisin Bran, Grape-Nuts[®], and Honeycomb[®]. Post is dedicated to nourishing goodness, providing consumers with a variety of cereal choices to meet their nutritional needs from whole grain and fiber to lower sugar offerings. For more information about Post Cereals, visit www.PostFoods.com.

About National Senior Games Association (NSGA)

The NSGA is a non-profit corporation dedicated to promoting healthy and active lifestyles for athletes age 50 and over. The Association is a recognized multi-sport organization of the United States Olympic Committee and is comprised of member organizations who conduct state or

national multi-sport competitions; these competitions serve as qualifiers for the biennial Summer National Senior Games. The 2015 National Senior Games Presented by Humana will be held July 3 – 16 in Bloomington/Minneapolis/St.Paul, MN and more than 11,500 athletes are expected to participate. For more information, visit www.nsga.com.

#