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POST FOODS' HONEYCOMB® INVITES FANS TO “SHINE ON” WITH TEEN SENSATION JACOB LATIMORE

Series of Weekly Instagram Challenges Encourage Youth to Share their Creativity and Win Big

Parsippany, NJ (April 21, 2014) – Post Honeycomb® launched today an exciting program in collaboration with recording artist, actor and teen sensation Jacob Latimore, to encourage teens nationwide to showcase their creativity. Honeycomb “Shine On” aims to inspire teens and tweens through a series of playful social challenges on Instagram. Fans can embark on a creative journey along with their friends, taking on new challenges for a chance to win exciting prizes, including the chance to meet Jacob Latimore.

Each Monday, beginning April 21 through May 26, Honeycomb’s Instagram page, @HoneycombCereal, will announce a new challenge and invite fans to grab their crew to show how they shine. Once the challenge is completed, they can upload their photo or video entry on Instagram using the official hashtag, #HoneycombShine. One submission will be randomly selected each week for prizes ranging from headphones and speakers to a guitar signed by Jacob! Once a completed challenge is entered into the weekly drawing, it will also be eligible for the Grand Prize, to be chosen on June 2. One Grand Prize winner will receive VIP treatment at one of Jacob Latimore’s summer tour stops, including a meet-and-greet breakfast with Jacob, airfare and hotel accommodations. Since no VIP treatment would be complete without an entourage, the winner will bring two friends on the journey, along with a legal guardian.

“Our Honeycomb fans are creative, outspoken and ready to shine. We’re excited to work with Jacob Latimore as he embodies the spirit of this campaign – to promote positivity and encourage teens to be true to themselves and shine on,” said Michael Caruso, Assistant Brand Manager for Honeycomb. “Instagram is such a highly engaging platform among teens, we knew it was the place to build the Honeycomb community and launch this campaign. We have some really fun challenges to showcase our fans’ music, dance and fashion talents, and by encouraging group participation we know they’re going to grab their friends and pull out all the stops to wow us.”

Not only will Jacob be interacting with Honeycomb fans through social media, he will be meeting many of them at meet-and-greets in Houston, Atlanta and New York City. For official Honeycomb “Shine On” contest rules, please visit www.honeycombshine.com. For more

information, please visit www.postfoods.com/our-brands/honeycomb, www.instagram.com/honeycombcereal or www.facebook.com/PostHoneycomb.

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 Jacob Latimore

At just 17 years old, Jacob Latimore is an undeniable talent in the worlds of television, film and music. Represented by Crown World Entertainment with a label home at the renowned RCA Records, powerful teams have aligned to push this emerging superstar to the forefront of an industry built on talent and hard work.

Jacob has appeared on an array of television shows and has now transitioned into blockbuster films. He starred in Black Nativity in November 2013, and most recently appeared in the major motion picture Ride Along. Jacob is gearing up to promote his next film, The Maze Runner, set to release in September 2014. Jacob's talent on screen matches his talent on stage. He's an energetic and innovative musician whose performances captivate audiences with dynamic and relatable music. His new single "Heartbreak" is a hit with fans, and is amplifying anticipation for his summer tour.

<http://www.welovejacob.com/us/home>

<https://www.facebook.com/jacoblatimore>

<https://twitter.com/jacoblatimore>

<https://www.youtube.com/user/welovejacob>

<https://myspace.com/jacoblatimore>

<https://www.youtube.com/user/JacobLatimoreVEVO>

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