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Post Foods, LLC Announces NEW Honey Bunches of Oats® Morning Energy Cereal in Two Delicious Varieties

New Cereal Packed with Protein, Fiber and Whole Grain Will Jump-Start Your Day

Parsippany, NJ (January 28, 2014) – Today Honey Bunches of Oats announces a new line of cereals for the whole family, new Honey Bunches of Oats Morning Energy, available nationwide. Packed with whole grain, protein and fiber, the cereal combines crispy whole grain flakes and crunchy granola clusters to deliver a nutritious, wholesome breakfast. New Honey Bunches of Oats Morning Energy is offered in two tasty varieties, Cinnamon Crunch and Chocolatey Almond Crunch.

"When it comes to breakfast, consumers are looking for options that provide protein, fiber and whole grain to satisfy their appetite and help reduce mid-morning hunger. We're excited to meet those needs with New Honey Bunches of Oats Morning Energy," said Derek Schwendinger, Marketing Director, Honey Bunches of Oats at Post Foods, LLC. "These new varieties are complete with wholesome ingredients to give people the energy needed to help get them going, and keep them going."

New Honey Bunches of Oats Morning Energy Cinnamon Crunch is made with sweet, crunchy cinnamon granola clusters. Each one-cup serving provides 35 grams of Whole Grain, 5 grams of fiber and 10 grams of protein when combined with a half cup of fat free milk. New Honey Bunches of Oats Morning Energy Chocolatey Almond Crunch combines crispy flakes, crunchy granola bunches, toasted almonds, and delectable chocolatey morsels the entire family will crave. This cereal delivers more than just great flavor - one serving has 5 grams of fiber, 10 grams of protein when combined with a half cup of fat free milk and 33 grams of Whole Grain.

For more information, please visit www.honeybunchesofoats.com and www.facebook.com/honeybunchesofoats.

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 health and wellness, offering consumers 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.

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