

Contact: Marisa Morrison
Hunter Public Relations
mmorrison@hunterpr.com
212.679.6600



View Exclusive Musical Performances and Backstage Content at Your Breakfast Table with Post Foods' Honey Bunches of Oats

An All-New Augmented Reality App Unlocks the Excitement with Fun, Engaging Videos in English and Spanish

Parsippany, NJ (February 18, 2014) – Post Honey Bunches of Oats® is giving fans' a one-of-a-kind breakfast experience, turning smartphones and tablets into front row tickets for exclusive video content. In a ground-breaking move for Post Foods, LLC, a new, free augmented reality app will turn specially marked Honey Bunches of Oats boxes into a fourth screen to transport fans to a concert seat or movie set at their breakfast table. Honey Bunches of Oats kicked-off the Bunch of Beats movement in October with the release of the new brand anthem, "Smile While You Shake It," performed by Universal Music Latin Entertainment pop duo, Domino Saints, who conveys the brand's energy and spirit of positivity through bilingual lyrics. Continuing the momentum, the new Bunch of Beats app gives fans an all-access VIP pass to exclusive virtual musical performances, behind-the-scenes videos from iHeart Radio and Univision concerts, dance routines and compelling entertainment to shake up their morning routine. The app is activated through images on the back panel of specially marked Honey Bunches of Oats Honey Roasted and Almond variety boxes. Exclusive content in both English and Spanish enables *bunches* of people to experience a truly uplifting breakfast experience.

"We're excited to bring Honey Bunches of Oats and the Bunch of Beats movement to the next level with exclusive virtual music performances and a truly custom total market bilingual campaign," said Tony Shurman, VP of Marketing at Post Foods. "Our fans regularly engage with technology, often reaching for their smartphones and tablets as soon as they start their day. Now fans can use these devices to connect with Honey Bunches of Oats, as it becomes the first in the Post family to engage with fans through a fourth screen experience, turning every breakfast table into an engaging entertainment hub."

As each video is only available for a limited-time, fans are urged to tune-in often for fresh content. Honey Bunches of Oats encourages everyone to join the morning entertainment movement by uploading their own 15-second video, showing off their dances moves to the new "Smile While You Shake It" brand anthem. Fan video submissions will be hosted on the Bunch of Beats microsite at BunchOfBeats.com – and who knows, they could even show up as a featured video through the Bunch of Beats app! Fans who submit a video will also be entered to win a weekly \$500 Visa gift card. One video submission will be selected randomly every week until June 15.

Fans can download the free Bunch of Beats app from the iTunes App Store or Google Play. Once the application is installed and open, augmented reality software will recognize images from the specially marked boxes and allow users to access content. Groove, move, crunch and munch – all at once with Honey Bunches of Oats!

For more information, please visit honeybunchesof oats.com, facebook.com/honeybunchesof oats and facebook.com/PensemosPositivo. For contest rules, please visit BunchOfBeats.com.

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 PostFoods.com.

About Domino Saints

Domino Saints is an explosive Urban Pop Duo from San Juan, Puerto Rico that has been tearing down the house since 2007 on stages across the world, from Boston to Colombia. The group's fusion of Urban/Pop sounds, Caribbean soul mixed with an unmistakable Rockstar vibe has put them in a league of their own and a "must see" act in the Latin Industry. The Domino sound is pure energetic combination of Dancehall Reggae, Electronica with a trademark Jamaican Glam style appealing to all audiences around the globe.

About Universal Music Group

Universal Music Group is the world's leading music company with wholly owned operations in 60 territories. Its businesses also include Universal Music Publishing Group, the industry's leading global music publishing operation.

Universal Music Group's record labels include A&M/Octone, Decca, Def Jam Recordings, Deutsche Grammophon, Disa, Emarcy, Fonovisa, Geffen Records, Interscope Records, Island Records, Lost Highway Records, Machete Music, MCA Nashville, Mercury Nashville, Mercury Records, Motown Records, Polydor Records, Universal Music Latino, Universal Republic and Verve Music Group as well as a multitude of record labels owned or distributed by its record company subsidiaries around the world. The Universal Music Group owns the most extensive catalogue of music in the industry, which includes the last 100 years of the world's most popular artists and their recordings. UMG's catalogue is marketed through two distinct divisions, Universal Music Enterprises (in the U.S.) and Universal Strategic Marketing (outside the U.S.). Universal Music Group also includes Global Digital Business, its new media and technologies division and Bravado, its merchandising company.

Universal Music Group is a unit of Vivendi, a global media and communications company.

###