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KRAFT FOODS GROUP VOLUNTARILY RECALLS SELECT CODE DATES AND MANUFACTURING CODES OF KRAFT MACARONI & CHEESE BOXED DINNERS DUE TO POSSIBLE METAL PIECES

Approx. 242,000 cases of the Original flavor with "Best When Used By" dates of September 18, 2015 through October 11, 2015 with "C2" directly below the date

NORTHFIELD, Ill. – March 17, 2015 – Kraft Foods Group is voluntarily recalling approximately 242,000 cases of select code dates and manufacturing codes of the Original flavor of *Kraft* Macaroni & Cheese Dinner – due to the possibility that some boxes may contain small pieces of metal. The recalled product is limited to the 7.25-oz. size of the Original flavor of boxed dinner with the "Best When Used By" dates of September 18, 2015 through October 11, 2015, with the code "C2" directly below the date on each individual box. The "C2" refers to a specific production line on which the affected product was made.

Some of these products have also been packed in multi-pack units that have a range of different code dates and manufacturing codes on the external packaging (box or shrink-wrap), depending on the package configuration (see table below).

Recalled product was shipped to customers in the U.S. and several other countries, excluding Canada. The affected dates of this product were sold in only these four configurations:

- 7.25 oz. box, Original flavor
- 3-pack box of those 7.25 oz. boxes, Original flavor
- 4-pack shrink-wrap of those 7.25 oz. boxes, Original flavor
- 5-pack shrink-wrap of those 7.25 oz. boxes, Original flavor

The following is being recalled:

Product Size	Name of Product	Sell Unit Best When Used By Code Date & Mfr. Code	Individual Box Best When Used By Code Date & Mfr. Code	Individual Box UPC	Multi-Pack Unit UPC
7.25 oz. each	<i>Kraft</i> Macaroni & Cheese Boxed Dinner Original Flavor	NA	18 SEP 2015 C2 through 11 OCT 2015 C2	0 21000 65883 1	NA
3-Pack Box (Three 7.25 oz. Boxes) Net Wt. 21.75 oz.	3-Pack <i>Kraft</i> Macaroni & Cheese Boxed Dinner Original Flavor	09 SEP 2015 XDG 27 SEP 2015 XDG 01 OCT 2015 XDG 02 OCT 2015 XDG 03 OCT 2015 XDG 20 NOV 2015 XDG	18 SEP 2015 C2 through 11 OCT 2015 C2	0 21000 65883 1	0 21000 05076 5
4-Pack Shrink-wrap (Four 7.25 oz. Boxes) Net Wt. 29 oz.	4-Pack <i>Kraft</i> Macaroni & Cheese Boxed Dinner Original Flavor	18 SEP 2015 C2 19 SEP 2015 C2 08 OCT 2015 C2	18 SEP 2015 C2 through 11 OCT 2015 C2	0 21000 65883 1	0 21000 72540 3
5-Pack Shrink-wrap (Five 7.25 oz. Boxes) Net Wt. 36.25 oz.	5-Pack <i>Kraft</i> Macaroni & Cheese Boxed Dinner Original Flavor	18 SEP 2015 through 11 OCT 2015 XAR or C2	18 SEP 2015 C2 through 11 OCT 2015 C2	0 21000 65883 1	0 21000 77436 4

No other sizes, varieties or pasta shapes and no other packaging configurations are included in this recall. And no products with manufacturing codes other than "C2" below the code date on the individual box are included in this recall.

Kraft has received eight consumer contacts about this product from the impacted line within this range of code dates and no injuries have been reported. We deeply regret this situation and apologize to any consumers we have disappointed.

The recalled product was shipped by Kraft to customers nationwide in the U.S. The product was also distributed to Puerto Rico and some Caribbean and South American countries -- but not to Canada.

Consumers who purchased this product should not eat it. They should return it to the store where purchased for an exchange or full refund. Consumers also can contact Kraft Foods Consumer Relations at 1-800-816-9432 between 9 am and 6 pm (Eastern) for a full refund.

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ABOUT KRAFT FOODS GROUP

Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of North America's largest consumer packaged food and beverage companies, with annual revenues of more than \$18 billion. The company's iconic brands include *Kraft*, *Capri Sun*, *Jell-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Oscar Mayer*, *Philadelphia*, *Planters* and *Velveeta*. Kraft's 22,000 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft is a member of the Standard & Poor's 500 and the NASDAQ-100 indices. For more information about Kraft, visit www.kraftfoodsgroup.com and www.facebook.com/kraft.