

Guidelines for Promotions

We want to be a responsible corporate citizen in the communities where our plants are located while promoting Little Debbie® and/or Sunbelt® products in a cost-efficient manner. We apply the following to all promotional activities:

Our checklist for promotional value includes:

- All company promotional activities must promote one or more of our brands.
- Completed Promotional Request Agreements should be sent for processing to:

McKee Foods Corporation and Affiliates

ATTN: Corporate Communications

P.O. Box 750

Collegedale, TN 37315

Our target audiences include:

- Little Debbie® and Sunbelt® consumers.
- Members of civic, government, media, religious and educational organizations in the communities where our plants are located.
- Potential job candidates and citizens of the communities in which we have plants.

The types of promotional activities that may be given preference are:

- Groups that include one or more of our target audiences.
- Activities in which company employees or their family members are involved.

The types of promotional requests that generally won't be approved include:

- Multiple requests during a calendar year.
- Friday night or Saturday activities of multiday events.
- Events or organizations that are outside a 150-mile radius of Collegedale, Tenn., Gentry, Ark., or Stuarts Draft, Va.
- Last-minute requests. (Some requests take eight weeks or longer to process.)
- Third-party solicitations.

Events that will *not* be considered as promotional activities include:

- Events where our company name would receive significant attention alongside a company or product that would not be in alignment with our company Mission Statement, Vision Statement and Guiding Values.
- Requests that come by form letter.
- Individual or personal projects.
- Limited-exposure projects.
- Events that occur *primarily* between sundown Friday night and sundown Saturday night.

We weigh our promotional costs in the following ways:

- All promotional activities will be analyzed for cost-effectiveness.
- Generally, we will not participate in the same high-cost promotional activity every year.

