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McCain Joins National Effort to Improve Child Nutrition
Company Demonstrates Great Food, Good Sense Approach

LISLE, Ill. (May 17, 2007) – With the dangers of trans fats so prevalent and child obesity rates alarmingly high, McCain is aligning its product improvements and strategic partnerships to make a real difference in child nutrition.

On April 4, 2007, McCain committed to the Alliance for a Healthier Generation's guidelines for competitive foods sold in schools and pledged to support new product, public education and demonstration efforts aimed at improving child nutrition in American schools.

"All of us at McCain believe that producing healthier products is good for people and good for business," said McCain Foods USA CEO, Frank van Schaayk. "The Alliance for a Healthier Generation is breaking new ground as a catalyst for ensuring healthier choices for children, and we are eager to support their efforts."

The Alliance for a Healthier Generation, a joint initiative of the American Heart Association and the William J. Clinton Foundation, supports schools nationwide in developing healthier environments. With the goal of reversing the trend of childhood obesity, this force is connecting industry, schools and advocates around new approaches to child nutrition and physical activity.

Joining with the Alliance for a Healthier Generation is just one part of McCain's multi-year commitment to product offerings that fit in within a balanced diet without compromising taste. The company's entire retail potato line became 0g trans fat in 2003. Today McCain has more than 200 foodservice 0g trans fat items and McCain will convert all of its foodservice French fry and potato products to 100 percent 0g trans fat before Dec. 2007.

McCain's continued success and its ability to fulfill the growing demand for healthier alternatives will include delivering more offerings across the menu that fit within balanced diets and healthier lifestyles. McCain currently offers 19 school foodservice products that fit within the nutrition guidelines developed and approved by the Alliance for a Healthier Generation – containing less than 35 percent calories from fat, 0g trans fat, fewer than 10 percent calories from saturated fat, and 230 mg of sodium or less per one-half cup vegetable serving. Additional product development is currently underway to increase the list of qualifying items for schools, and McCain is reformulating at least five new products within 24 months to expand their line of items geared toward a balanced lifestyle.

McCain will lead its sales to school foodservice operations with the company's products that meet the Alliance for a Healthier Generation's guidelines for competitive foods. McCain will also emphasize oven-baked preparation methods and healthier product substitution options. In addition, McCain will work with the Alliance for a Healthier Generation and its industry partners to explore comprehensive pilot programs with schools to test students' preferences around healthier snacks.

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“Making gains in child nutrition must involve industry, schools and advocates,” said Alliance Executive Director Bob Harrison. “The solution requires education and action in the lunchroom, classroom and gymnasium. Companies like McCain will play an important role as we move forward together.”

About McCain Foods:

McCain Foods Limited, a privately owned multinational frozen foods manufacturer, is the world's largest producer of frozen French fries and the manufacturer of other quality food products sold in more than 120 countries. With headquarters in Lisle, Ill., McCain Foods USA Inc., the United States subsidiary of McCain Foods Limited, has four major potato-processing facilities and six other manufacturing operations in seven states. McCain is committed to providing a range of great food and sensible choices to customers across retail and foodservice channels in frozen potatoes, appetizers, pizza, juice, desserts and vegetables.

About the Alliance for a Healthier Generation:

The William J. Clinton Foundation and the American Heart Association partnered in May of 2005 to create a new generation of healthy Americans by addressing one of the nation's leading public health threats – childhood obesity. The goal of the Alliance is to stop the nationwide increase in childhood obesity by 2010, and to empower kids nationwide to make healthy lifestyle choices. The Alliance will positively affect the places that can make a difference to a child's health: homes, schools, restaurants, doctor's offices and communities. For more information please visit: www.HealthierGeneration.org.

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