

PRESSRELEASE

Milka sponsors Professional Mountain Bike Team

Team led by Bart Brentjens, first Olympic gold medallist in mountain biking, now riding with lilac helmets

Vienna, 19 April 2010 – The Milka cow will soon be greeting its fans in the summer months as well, because mountain biking is now attracting the attention of one of the best-known sponsors of winter sports. In addition to a tourism partnership with the Zillertal region and support for a team of young talents, Milka has found in the “TREK Brentjens Mountainbike Racing Team” a professional team to don lilac helmets this mountain bike season.

The bikers were introduced to the public today at a press conference in Arnhem, The Netherlands.

The “Trek-Brentjens MTB Racing Team powered by Milka”, with Bart Brentjens from the Netherlands at its centre, comprises six bikers in total: Frank Beemer (23), Irjan Luttenberg (22) and Jelmer Pietersma (28) from the Netherlands, Lukas Kaufman (23) from Switzerland, Tim Wynants (23) from Belgium and Bart Brentjens (42) himself, who in addition to his role as Team Leader also rides in the team, passing on his experience to his fellow cyclists.

Thomas Hergge, Manager Milka Sponsoring & Events, is delighted about the partnership with the mountain bike pros: “By supporting Bart Brentjens’ team of professionals we hope to gain a foothold as sponsor in the mountain biking discipline as well. Like skiing, mountain biking is an ideal sport for the Alps, the home of the Milka brand. We now have an opportunity to sponsor many activities during the summer months, and to be present at international bike events.”

The “Trek-Brentjens MTB Racing Team powered by Milka” is an official UCI Mountain Bike Trade Team. From now on, its six members will be riding with lilac-coloured helmets in all the Cross-Country World Cup races, the Alpine Tour Trophy, the Crocodile Trophy and in many other international races and championships.



The riders:

- **Jelmer Pietersma (NED), 15-5-1982**
 - UCI Ranking 41 / Discipline XC / teammember since 2009
 - Dutch Champion U23 2003 & 2004
 - Vice Dutch Champion Marathon 2009
 - Winner Tour de France VTT 2009
 - Best result Worldcup 2009 34th

- **Lukas Kaufmann (SUI), 03-07-1987**
 - UCI Ranking 54 / Discipline XC / teammember since 2010
 - Swiss Championships U23 2009 8th
 - Bronze medal European Championships U23 2009
 - World Championships U23 2009 9th
 - Best result Worldcup 2009 27th

- **Irjan Luttenberg (NED), 09-12-1988**
 - UCI Ranking 98 / Discipline XC / teammember since 2010
 - Dutch Champion U23 2008
 - Vice Dutch Champion U23 2009
 - World Championships U23 22nd '09
 - Best result Worldcup 2009 38th

- **Tim Wijnants (BEL), 24-08-1987**
 - UCI Ranking 252 / Discipline XC / teammember since 2009
 - Bronze medal World Champ. Juniors 2005
 - Belgian Champ. U23 2009 3th
 - Belgian Champion MX 2009
 - Best result Worldcup 2009 66th

- **Frank Beemer (NED), 30-09-1987**
 - UCI Ranking 349 / Discipline XC / teammember since 2009
 - Dutch Champion juniors 2005
 - Dutch Champion U23 2007
 - World Championships U23 2008 8th
 - Best result Worldcup 2009 62th



- **Bart Brentjens (NED) , 10-10-1968**

UCI Ranking 93 / Discipline XC & MX / founder of the team in 2009

Olympic Gold Medal 1996 & Olympic Bronze Medal 2004

World Champion XC 1995

European Champion XC 2000

10 x Dutch Champion XC & Dutch Champion MX 2009

Additional information about Milka & Sponsoring: www.milka.at

Additional information about the "Trek-Brentjens MTB Racing Team powered by Milka": www.mountainbikeracingteam.com

About Kraft Foods

The combination of Kraft Foods and Cadbury creates a global powerhouse in snacks, confectionery and quick meals. With annual revenues of approximately \$50 billion, the combined company is the world's second largest food company, making delicious products for billions of consumers in more than 160 countries. The combined company's portfolio includes 11 iconic brands with revenues exceeding \$1 billion – *Oreo*, *Nabisco* and *LU* biscuits; *Milka* and *Cadbury* chocolates; *Trident* gums; *Jacobs* and *Maxwell House* coffees; *Philadelphia* cream cheeses; *Kraft* cheeses, dinners and dressings; and *Oscar Mayer* meats. Another 70+ brands generate annual revenues of more than \$100 million. Kraft Foods (www.kraftfoodscompany.com; NYSE: KFT) is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.

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