

Grassroots Outdoor Alliance and Post Cereal Partner to Donate \$50,000 to American Forests

For Immediate Release

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Asheville, NC, June 3rd, 2008 —

Grassroots Outdoor Alliance and Post Cereal are partnering to benefit American Forests' Global ReLeaf Program. In a joint effort, Post will donate \$50,000 to American Forests-enough to plant 50,000 trees in 2008. The partnership brings together the effort of 34 independent retailers across 22 states to lend support to the program.

The effort is highlighted in Grassroots' member stores across the country in conjunction with the launch of Post's new Cranberry Vanilla cereal. Customers will receive samples of the new cereal and learn more about getting involved with the American Forests restoration program in each location. American Forests is a world leader in planting trees for environmental restoration, a pioneer in the science and practice of urban forestry, and a primary communicator of the benefits of trees and forests. The joint effort is kicking off this weekend with National Trails Day and Land Trust events at Grassroots' retailers throughout the U.S.

Grassroots President, Dave Matz says of the partnership, *"We were approached by Post to help them develop a conservation program in all of our member locations, and we are excited for the opportunity."* About the restoration initiative, Matz says, *"We are committed to supporting conservation efforts, and helping companies do their part for the environment. Post has pledged to donate \$50,000 to plant trees via Global ReLeaf, and we are happy to be the leaders helping them coordinate this outreach."*

For more information on the Global ReLeaf Program and to support local Grassroots' members, please visit, www.americanforests.org and www.grassrootsoutdoors.com

About Grassroots Outdoor Alliance

The Grassroots Outdoor Alliance is a group of independent outdoor shops dedicated to the sustainability of specialty outdoor retail and the quality of the outdoor enthusiast's experience. We stand together to help facilitate a market for performance-oriented, revolutionary products, create a unified marketing presence for high quality, local outdoor specialists, local events and help protect and sustain the quality and access to the environment on a local, national and global level.

<http://www.grassrootsoutdoors.com>

About American Forests

American Forests works to protect, restore and enhance the natural capital of trees and forests. Healthy forests filter water, remove air pollution, sequester carbon, and provide homes for wildlife. Help plant trees to restore areas damaged by wildfire, where critical wildlife habitat has been lost, and to clean our air and water.

<http://americanforests.org/>

About Post

Post Cereal is part of the Kraft Foods Brand. Kraft supports organizations that promote health and wellness in the communities where we live and do business.

<http://www.kraftbrands.com/trailmixcrunch/>