



FOR IMMEDIATE RELEASE

Media Contact:
Shelly Dvorak, General Mills
(763) 764-6451

WHEATIES UNVEILS GREEN BAY PACKERS' AARON RODGERS AND CLAY MATTHEWS WORLD CHAMPIONSHIP BOXES

WHEATIES® HONORS WORLD CHAMPION GREEN BAY PACKERS WITH LIMITED EDITION WHEATIES AND WHEATIES FUEL BOXES

GREEN BAY, WISC. – SEPTEMBER 7, 2011 – Wheaties today unveils two limited edition boxes honoring the world champion Green Bay Packers by featuring offensive and defensive superstars – quarterback Aaron Rodgers and linebacker Clay Matthews. Proven all-stars on and off of the football field, Rodgers' and Matthews' leadership and performance cemented their "Breakfast of Champions" honors on Wheaties and Wheaties FUEL boxes.

"Both Aaron Rodgers and Clay Matthews exemplify what Wheaties champions are – leaders on the field and in their communities," said Betsy Frost, Wheaties marketing manager. "Wheaties has fueled champions for more than 85 years – not only through whole grain, but also by inspiring athletes. It's an honor to add Aaron and Clay to our Wheaties family."

Rodgers joined the Green Bay Packers in 2005. He began his career as starting quarterback with the team in 2008. He is the only starting player in league history to have 4,000 passing yards in each of his first two starting seasons. In fact, Rodgers is an all-time career leader in passer rating during both the regular and post-seasons. He also owns the lowest career pass interception percentage for quarterbacks during the regular season. After leading the Packers through each round of playoffs, and into the championship game, he was named most valuable player for his incredible performance.

Matthews joined the Green Bay Packers in 2009. In his first year with the team, he claimed the rookie record for most sacks in a season. In his first two years playing professionally, he has been honored as an all-pro; in fact, he was the first Packers rookie to earn a coveted spot on that all-pro team since 1978. After getting six sacks in the first two weeks of the 2010 season, Matthews earned the defensive player of the month award. In the championship game, Matthews had three tackles and a forced fumble. After those defensive moves, the Packers never lost the lead, winning their 13th world championship title.

Rodgers and Matthews are also both very active in the community.

"Having Aaron and Clay represent our hard-working team on the front of these iconic boxes is an honor. They inspire their teammates and fans everyday, and are deserving of this moment," said Mark Murphy, Packers president and CEO.

"It is a privilege for me to be selected to participate in the Wheaties program and to be presented on the box is something I never imagined as a child," said Rodgers. "It is certainly a tremendous honor."

Matthews echoed this sentiment, noting that "I am truly honored to be one of the players selected to represent the Green Bay Packers on the Wheaties legendary boxes. Last season was a very special year for our team and I consider it a great privilege to play for a top-notch organization with such amazing teammates and great coaches. We are grateful to be featured on the Wheaties box and look forward to trying to do it again this upcoming season."

The Wheaties and Wheaties FUEL boxes featuring Aaron Rodgers and Clay Matthews will be sold exclusively in Wisconsin. Both boxes will be available for purchase within the month.

About Wheaties and Wheaties FUEL

For more than 85 years, Wheaties has been committed to providing athletes with the nutrition they need to help them perform at their best. The team behind "The Breakfast of Champions" has worked for decades to learn from food scientists, health professionals and athletes about what active people need to help fuel their active lifestyles. Some of the greatest athletes in American history have been honored by this first-ever whole grain, ready-to-eat breakfast cereal.

The Breakfast of Champions® and Wheaties® are registered trademarks of General Mills

#