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Post® Pebbles™ Cereal Welcomes New Athletes to Team Fruity and Team Cocoa Rosters

*American Soccer Player Omar Gonzalez to Join Team Fruity;
Olympic Gold Medalist and American Soccer Player Alex Morgan to Join Team Cocoa*

PARSIPPANY, N.J. (April 29, 2014) — Post Foods, LLC, has announced the addition of two professional American soccer players to Team Fruity and Team Cocoa as part of a friendly competition between Fruity Pebbles and Cocoa Pebbles to see which cereal is more popular among fans. American soccer player Omar Gonzalez of the Los Angeles Galaxy will join Team Captain, WWE Superstar John Cena, on Team Fruity. American Olympic gold medalist and forward of the Portland Thorns, Alex Morgan, will join professional basketball all-star and Team Captain Kyrie Irving on Team Cocoa.

“We are thrilled to add such great soccer talent to the Team Fruity and Team Cocoa rosters, especially as the sport continues to become more popular among kids and parents alike,” said Sue Fruzzetti-Reich, Senior Brand Manager at Post Foods, LLC. “Our team captains, John Cena and Kyrie Irving, have done a tremendous job leading their respective teams this year and drumming up team spirit among all Pebbles fans. We are looking forward to having Alex and Omar join the Team Pebbles campaign and rally support among their fans.”

Since January, Pebbles fans of all ages have been asked to choose their allegiance to Team Fruity or Team Cocoa. Online, fans can share their support for their favorite Pebbles flavor by visiting www.TeamPebbles.com and downloading an interactive app encouraging fans to vote, take photos, and play minigames. By completing simple online challenges and sharing them through Instagram using their team’s hashtag (#TeamFruity or #TeamCocoa), fans become eligible to win prizes such as gift cards, iPads, or Alex Morgan and Omar Gonzalez signed merchandise.

“Joining Team Fruity is a dream come true for a flavor-seeking fanatic like me,” said American soccer player Omar Gonzalez. “I’m prepared to go head-to-head with Alex and Team Cocoa with the hope of helping Team Fruity take the lead as the most well-liked Pebbles flavor – even if it means going into extra time!”

Fans will be able to collect Fruity Pebbles boxes featuring Omar Gonzalez on store shelves beginning May 2014. Additionally, Omar’s Fruity Pebbles boxes will feature limited edition Kickin’ KaBluey Green flakes. Cocoa Pebbles boxes featuring team member Alex Morgan will also be available in May.

"As a lifelong soccer player, I understand the power of team spirit and am pumped to be joining Team Cocoa," said American soccer player and Olympic gold medalist Alex Morgan. "While Omar has some good moves on the field, we'll see if Team Fruity can keep up with the chocolate-fueled fans of Team Cocoa."

For more information about Post Pebbles, please visit <http://www.TeamPebbles.com> or www.PostFoods.com/our-brands/pebbles/. Connect with Pebbles on social media by following [@GoTeamFruity](#) and [@GoTeamCocoa](#) on Twitter, on Facebook at www.Facebook.com/PebblesCereal, and on Instagram via [@TeamPebbles](#).

About Post Foods, LLC

Post has enriched the lives of consumers, bringing quality foods to the breakfast table since the company's founding in 1895. Post's portfolio of brands includes diverse offerings to meet the taste and nutritional needs of all families, including such favorites as Honey Bunches of Oats[®], Pebbles[™], Great Grains[®], Post[®] Shredded Wheat, Post[®] Raisin Bran, Grape-Nuts[®], and Honeycomb[®]. Post is dedicated to nourishing goodness, providing consumers with a variety of cereal choices to meet their nutritional needs from whole grain and fiber to lower sugar offerings. For more information about Post Cereals, visit www.PostFoods.com.

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