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POST ALPHA-BITS® CELEBRATES READING AND LITERACY BY ESTABLISHING THIRTY SMALL COMMUNITY LIBRARIES

Post Alpha-Bits® Partners with Bloggers Across the Nation to Install Little Free Libraries in Local Communities

Parsippany, NJ (May 01, 2014) – Post Alpha-Bits®, dedicated to making letter recognition F-U-N and delicious, announces today the establishment of 30 small community libraries across the nation to help children foster a lifelong love for reading and literature. Alpha-Bits partnered with bloggers across the country to set up Little Free Libraries in local communities from Philadelphia to Omaha.

“We are so excited to provide small community libraries for families across the country to enjoy! Now Alpha-Bits is helping parents nourish both the mind and body of their children,” said Susan Fruzzetti-Reich, Senior Brand Manager, Alpha-Bits at Post Foods, LLC. “Enlisting bloggers who have an active voice in their community amplifies the program and helps ensure the Little Free Libraries will become a focal point in their neighborhood.”

Each Alpha-Bits blogger is actively engaged in her community and eager to encourage reading skills and literacy for children. To launch the community-based program, Alpha-Bits provided one Little Free Library and a collection of children’s books to each blogger. Little Free Library is a network of small, handcrafted free-standing structures, with more than 15,000 Libraries set up in communities worldwide. Each Little Free Library provides a home for books, where members of the community can borrow, take or leave books on an ongoing basis. As official Alpha-Bits library stewards, bloggers will install the library in their hometown and encourage community participation in the “take a book, leave a book” fellowship.

Heather Davis, mother of two, teacher, and blogger partner from Oklahoma City, said, “I love Alpha-Bits because I know my family will be getting a quality and healthy snack. Their donation of Little Free Libraries lets me know that Alpha-Bits is all about healthy bodies, healthy minds and healthy futures! I imagine our Little Free Library will see a lot of evening activity as families embark on a walk around the neighborhood and exchange a book to read at bedtime when they return home.”

Since 1958, Alpha-Bits cereal pieces have helped little ones become familiar with the letters of the alphabet and encouraged reading skills. With less sugar and more whole grains than the

original cereal, which launched more than 50 years ago, every bowl of Alpha-Bits is both healthy and educational.

For more information, please visit www.postfoods.com/our-brands/alpha-bits.

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[®], Honeycomb[®], and Alpha-Bits[®]. Post is dedicated to health and wellness, offering consumers 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.

About Little Free Library

Little Free Library (www.littlefreelibrary.org) is a non-profit, tax-exempt organization whose mission is to promote a sense of community, reading for children, literacy for adults and libraries around the world. It has been recognized with the American Library Association's *Movers & Shakers* award and the National Book Foundation's Innovations in Reading award.

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