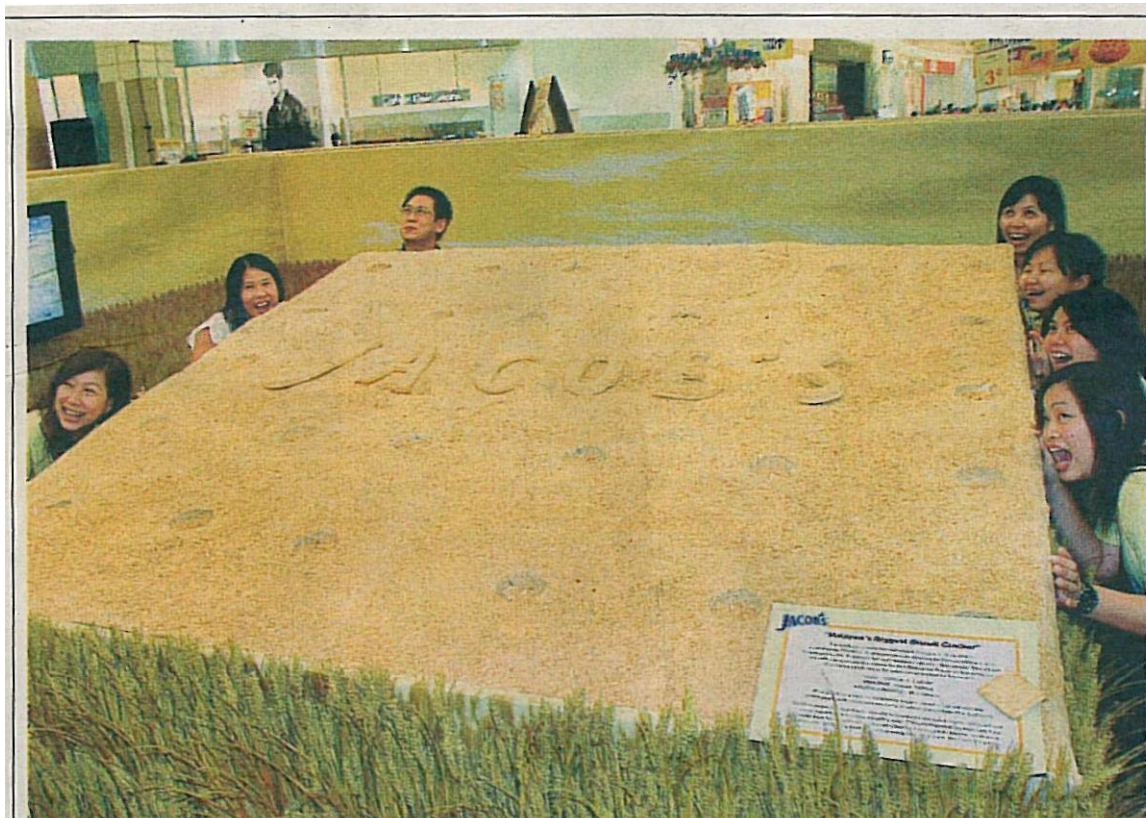


Client : Kraft Malaysia – Jacob's
 Media : New Straits Times
 Section : Johor Buzz
 Date : 28 August 2008
 Circulation : 139,763
 Headline : Giant Jacob's cracker enters record books



PACKED WITH NUTRITION: 'Jacob's Wheat of Gold' weighs 300kg and is made of wheat cereal.

Giant Jacob's cracker enters record books

JACOB'S, the world's leading healthy biscuits brand, has carved a name in the *Malaysia Book of Records*.

Its cracker, measuring 236cm by 239cm and weighing 300kg, called "Jacob's Wheat of Gold", entered the record books as the biggest biscuit cracker ever baked in Malaysia at the Aeon Tebrau City in Johor Baru recently.

The mega-sized biscuit is part of

Jacob's continuing efforts to share the message that its nutritious and healthy biscuit is the choice of consumers all over the world.

Although it is 33 times bigger than the original cracker, it was made from the same ingredients as the original product.

MBR representative, Yap Chee Kong, presented the award to Liew Pooi Wan, the health category manager for Kraft

Malaysia.

Liew said Jacob's has expanded from making basic cream crackers 55 years ago to other biscuits such as high fibre, low salt, weatameal, high calcium and oatmeal biscuits.

"Our products contain 94 per cent wheat cereal and this nutritional guarantee has been the fuel for developing healthy bodies and great minds."