



July 18, 2012

Mr. Jeffrey Katzenberg
Chief Executive Officer and Director
DreamWorks Animation SKG
1000 Flower Street
Glendale, CA 91201

Dear Mr. Katzenberg:

We write to encourage DreamWorks Animation to set nutrition standards for all of the company's food marketing to children, particularly the licensing of DreamWorks characters to food products.

DreamWorks' *Madagascar 3* has tie-ins with multiple companies and retailers to allow the use of film characters or film elements on a range of products directed at children. Partners for *Madagascar 3* include McDonald's, General Mills, SunMaid, Blue Bunny Ice Cream, Lance Bakery, and Dole. Some of those companies market healthful foods. Others belong to the Council of Better Business Bureaus' (CBBB) Children's Food and Beverage Advertising Initiative (CFBAI) and have nutrition standards for foods marketed to children. Unfortunately, some are not addressing the marketing of nutrition-poor foods at all.

DreamWorks' current partnership with the Snyder's-Lance company particularly drew our attention. Snyder's-Lance does not have nutrition standards for foods marketed to children and does not belong to the CFBAI. Currently, DreamWorks characters from *Madagascar 3* are depicted on the packages of Neko Cookies and Sandwich Crackers, which are of poor nutritional value.

Child obesity rates are at record-high levels. Though a number of factors contribute to children's poor diets, food marketing is an important one. The Institute of Medicine (IOM) concluded that food advertising affects children's food choices, food purchase requests, diets, and health. In addition, the majority of foods marketed to children are of poor nutritional quality. Therefore, it is important for all companies to market only healthier products to children.

We suggest that DreamWorks join the CFBAI to establish nutrition standards for your marketing to children. We recognize that the criteria for entertainment companies may be somewhat different than for food companies. However, working through the CFBAI framework would provide transparency, credibility, and monitoring of your marketing to children. We hope that characters from upcoming DreamWorks films, such as *Rise of the Guardians*, will only be used to market foods that meet nutrition standards. We also hope you will ensure that unhealthy foods are not marketed in the theme park you are developing with Triple Five and that a wide variety of reasonably priced healthy options will be offered in the park.

We appreciate your consideration of our recommendations and look forward to discussing them further with you and your staff.

Sincerely,

A handwritten signature in black ink that reads "Michael F. Jacobson". The signature is written in a cursive style with a long, sweeping tail on the letter "n".

Michael F. Jacobson, Ph.D.
Executive Director

A handwritten signature in black ink that reads "Margo G. Wootan". The signature is written in a cursive style with a long, sweeping tail on the letter "n".

Margo G. Wootan, D.Sc.
Director, Nutrition Policy