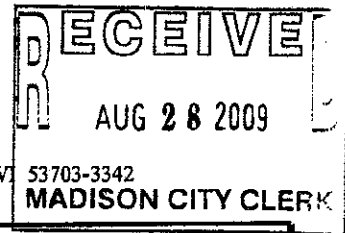


REGISTRATION OF LOBBYIST



Return to Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Room 103, Madison, WI

53703-3342

MADISON CITY CLERK

Section 1 -- Identification of Lobbyist

"Lobbyist" means any person paid to influence administrative or legislative action.

Eickhoff Michael Title

175 W. Jackson, 20th Floor Mailing Address

Chicago IL 60604 City State Zip Code

Business Address (if different)

(312) 602-8929 Contact Phone

(312) 602-8099 Contact FAX

mike.eickhoff@gt.com Contact E-mail Address

Internet Address

Person to whom correspondence should be sent (if different from above)

Last Name First Name

Firm or Organization Name

Mailing Address

City State Zip Code

Phone FAX E-mail Address

Section II -- Nature and Interest of Principal

Kraft Foods Global, Inc. Name of Principal

Designated Representative of Principal:

Crawford Derek Dir. Government Affairs Last Name First Name Title

Three Lakes Drive, Mail Code NF-677 Mailing Address

Northfield IL 60093 City State Zip Code

Business Address (if different)

(847) 646-0534 Contact Phone

(847) 646-0979 Contact FAX

derek.crawford@kraft.com Contact E-mail Address

Internet Address

Check one of the following and complete only that section:

Business Entity

Manufacturer and distributor of food products
Describe the business activity in which the entity is engaged

Chief Executive Officer: Rosenfeld Irene
Last First Title

If partnership or limited liability company, check here and attach list of partners/members.

Industry, Trade or Professional Association

Describe the industry, trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: _____
Last First Title

Approximate number of members: _____

Other Not for Profit

Labor Union

Charitable/Religious/Civic, etc.

Other

Briefly describe the organization's purpose and any other group with a common interest which the organization primarily represents

Describe any industry, trade, profession, or group with a common interest which the organization primarily represents or from which the organization's membership or financial support is primarily derived

Approximate number of members: _____

Individual

Name and address of the individual's employer, if any, or of the individual's primary place of business, if self-employed

Describe the business activity in which the individual or the individual's employer is engaged

Section III – Areas of Lobbying

Provide a reasonably specific narrative summary of areas of legislative and administrative action the principal may attempt to influence:

Issues regarding the food industry

List the City agencies in which the principal seek to influence administration action:

- All
- None
- Agencies listed below

Identify the proposed legislative or administrative action in connection with which the principal has made or intends to make a lobbying communication before December 31.

1. Item: Economic Development, TIF

a. How will this item affect the principal's business or other activity?

b. Which industry, trade, profession or segment or portion thereof would be principally affected?

Kraft's Oscar Mayer Madison manufacturing facility and operation

c. If the item is an appropriation, please identify the City program or person for which the appropriation is proposed and the approximate amount, if you know the amount.

TIF application; \$400,000

For additional items, attach additional sheets

2. If lobbying communication relates to the capital or operating budget, identify topic or topics.

CAPITAL BUDGET

N/A

topic

topic

topic

topic

topic

topic

OPERATING BUDGET

N/A

topic

topic

topic

topic

topic

topic

Section IV - Authorization of Lobbyists

As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

- The lobbyist is an employee of the Principal.
- The lobbyist is also authorized to file expense reports or other filings on behalf of the Principal.

Dated: August 26, 2009
Name: Derek L. Crawford
Position: Director, State & Local Government Affairs
Signature: Derek L. Crawford

Section V - Certification

I certify that the above is true and correct to the best of my knowledge, information and belief, and that I am the registrant or an authorized designee. I understand that I am subject to a forfeiture if I know or believe any of the above information not to be true.

On Behalf of Lobbyist:
Signature: [Signature] Title: Senior Manager
Type or print name as signed above: Michael Erickhoff Date: August 21, 2009

Address & Telephone (if different from first page of this form)

On Behalf of Principal:
Signature: Derek L. Crawford Title: _____
Type or print name as signed above: Derek L. Crawford Date: August 26, 2009

Address & Telephone (if different from first page of this form)