

**Paris, France – December 23, 2009 - The Consumer Goods Forum is pleased to announce that Jean-Marc Saubade is appointed as its new Managing Director, effective January 4, 2010. Jean-Marc Saubade comes to The Consumer Goods Forum with an impressive track record in senior management positions at Cadbury and Kraft Foods.**

Following the creation of The Consumer Goods Forum in June 2009, the Board of Directors assigned a task force with the search of a Managing Director to be finalized before year's end. The Board is delighted to announce the appointment, effective January 4, 2010, of Jean-Marc Saubade.

Jean-Marc, 53, draws upon three decades of international experience and demonstrated results in various positions covering general management, sales, marketing and management with Cadbury and Kraft Foods, two major companies in the Fast Moving Consumer Goods sector. In his most recent role, Jean-Marc served as leader of Cadbury's largest category, representing a global business of GBP 2.3 billion, with responsibility for category strategy, brand custodianship and innovation.

Jean-Marc, married with one child, is a trilingual French citizen and holds a BA in Business Administration, ESSEC Paris, France.

AG Lafley, Co-chairman of the Board of Directors of The Consumer Goods Forum said: "We are particularly happy with the result of our thorough search process that led to the hiring of an executive of the calibre of Jean-Marc. I feel very confident that he will continue to drive the quality networking and exchange of best practices between retailers, manufacturers and their partners on collaborative, non competitive issues and continue to increase the visibility of the Forum around the world."

Pierre-Olivier Beckers, Co-chairman of the Board of Directors added: "We are extremely pleased to welcome Jean-Marc and look forward to his executive leadership of the Forum, further building on the very solid foundations and legacy brought by the associations that merged to create the Forum. I want also to particularly thank Alan McClay who has led CIES, since 2004, with utmost professionalism and a relentless commitment to best serve members needs. In his integration within The Consumer Goods Forum, Jean-Marc will be able to count on Alan and all the management team's experience and continued support."

### **The Consumer Goods Forum**

The Consumer Goods Forum is an independent, global, parity-based consumer goods network founded to enable its members improve the way they meet the needs of the world's ever more knowledgeable and demanding consumers. It brings together the CEOs and senior management of over 650 retailers, manufacturers, service providers and other stakeholders across 70 countries. The Forum was created in June 2009 with the merger of CIES - The Food Business Forum, the Global Commerce Initiative (GCI) and the Global CEO Forum. The Consumer Goods Forum is governed by its Board of Directors, which includes an equal number of manufacturer and retailer CEOs and Chairmen. Forum member companies have combined sales of EUR 2.1 trillion. With its headquarters in Paris and its regional offices in Washington, D.C., Singapore, Tokyo and Shanghai, The Consumer Goods Forum serves its members throughout the world.

This press release is available on the website <http://www.theconsumergoodsforum.com>

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