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FOR IMMEDIATE RELEASE

**Oh Yes You Can… (*win a new wardrobe*)**

**Enter The “ProgressOh! Wardrobe Makeover Contest”**

*Four lucky winners & three friends each will receive a $1,000 Wardrobe Makeover*

**MINNEAPOLIS** (October 1, 2014) – Progresso™ is kicking off the “ProgressOh! Wardrobe Makeover Contest” today to celebrate Progresso fans’ looking and feeling their best. Four deserving Progresso fans and three of their friends will each win a $1,000 cash card and a year-long subscription to the POPSUGAR “Must Have Box” (specially curated monthly delivery boxes featuring hand selected premium items in beauty, fashion, home, fitness, and food categories).

The ProgressOh! campaign celebrates healthy lifestyle choices and weight management success to look and feel your best. The Oh! is the reaction Progresso fans get when they see and celebrate their personal accomplishments, whether it’s zipping up their skinny jeans, feeling their best for their wedding day, or rocking a bikini. With the delicious taste and wide variety of flavors of Progresso soup, ‘*Oh yes you can’* look and feel good!

“Many Progresso consumers are seeking exciting new creamy and savory flavor options, but are also looking to manage their weight. They don’t want to sacrifice great flavor while watching their calories,” said Jill Haspert, associate marketing manager, Progresso Soup. “Progresso offers about 40 soups with 100 calories or less per serving that can be part of a healthy diet low in saturated fat and cholesterol and rich in fruits, vegetables and whole grains.”

**ProgressOh! Wardrobe Makeover Contest**

This year, the contest has two phases – entry period and public voting period. Fans can enter the ProgressOh! Wardrobe Makeover Contest1 beginning now through November 10, 2014 by telling us: 1) Why do you deserve a wardrobe makeover? 2) What inspires you to look and feel your best? (Limit 140 characters per answer.) In addition, we want you to submit a photo of yourself that brings your answers to the two questions to life at [www.Progresso.com/ProgressOh](http://www.progresso.com/ProgressOh). Entries will be judged based on creativity (20%), relevancy to wardrobe makeover theme (40%), and inspiration (40%).

Ten finalists will be selected and notified on or about November 25, 2014. Each finalist will get to select three of their friends to join them in the ProgressOh! Wardrobe Makeover Contest. The ten teams of four will be announced on the contest website where America can vote for their favorite team that inspires them. The public voting period begins on December 8, 2014 and ends on January 5, 2015. The four potential winners will be notified on or about January 8, 2015.For official rules and additional details, please visit [www.Progresso.com/ProgressOh](http://www.progresso.com/ProgressOh).

**Get Started with New Progresso Light4 Flavors**

Progresso Light recently introduced two new flavorful soups with 100 calories or less per serving. All Progresso Light soups have 100 calories or less per serving that may help with weight management as part of a healthy lifestyle.

Try the new Progresso Light Creamy Chicken Alfredo with Pasta. Containing 100 calories per serving, there are no artificial flavors or added MSG2. The new Light Savory Beef Barley Vegetable has 80 calories per serving, is low fat, and has no artificial flavors or added MSG2. Both flavors have at least 33 percent fewer calories than regular ready-to-serve soup3.

Progresso Light soup is the only ***light*** soup endorsed by Weight Watchers® and all flavors are 2 ***PointsPlus® value*** or lessper serving4.

**About Progresso Soup**

 Crafted for taste, Progresso soups are made from authentic recipes using quality ingredients. Founded as an Italian import company by Guiseppe Uddo and Vincent Taormina over 100 years ago, Progresso has grown to become one of the most popular brands of ready-to-serve soup in the United States. Progresso is a member of the family of brands within General Mills (NYSE: GIS), headquartered in Minneapolis, Minnesota, U.S.A. Learn more on [www.progresso.com](http://www.progresso.com)

**About WEIGHT WATCHERS**

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POPSUGAR Inc. is a global media and technology company at the intersection of content and commerce — online, on mobile, and at your door. POPSUGAR.com is the go-to destination for the biggest moments, the hottest trends, and the best tips in entertainment, celebrity, fashion, beauty, fitness, food, and parenting. In addition to the best original lifestyle content, POPSUGAR's growing portfolio of commerce brands includes ShopStyle, the leading fashion search engine, and POPSUGAR Must Have, a monthly subscription box featuring editor-curated products. Targeting women 18–40, POPSUGAR draws over 23.3M users worldwide, 50M live and on-demand video views, ranked top 5 comScore in lifestyle video, and half a billion in annual retail revenue. POPSUGAR Inc. is a privately held company funded by Sequoia Capital and Institutional Venture Partners with offices in Chicago, Los Angeles, New York, San Francisco, and London. For more information, visit [POPSUGAR.com](http://www.popsugar.com/) and follow [@POPSUGAR](http://www.twitter.com/popsugar) on Twitter**.**

**About General Mills**

General Mills is one of the world’s leading food companies, operating in more than 100 countries around the world. Its brands include Cheerios, Fiber One, Häagen-Dazs, Nature Valley, Yoplait, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Wanchai Ferry, Yoki, and more. Headquartered in Minneapolis, Minn., USA, General Mills had fiscal 2014 worldwide sales of US $17.9 billion. Visit [www.generalmills.com](http://www.generalmills.com).

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*1 NO PURCHASE NECESSARY.  Open only to legal residents of the United States, 21 years of age or older.  Submit your entry online.  Entries must be received by 11:59 p.m. CT on November 10, 2014 .  Void where prohibited.  For Official Rules and details, go to* [*www.Progresso.com/ProgressOh*](http://www.Progresso.com/ProgressOh)*.  Sponsored by General Mills Sales, Inc., One General Mills Blvd., Minneapolis, MN  55440*

*2 Except that which occurs naturally in yeast extract, hydrolyzed vegetable proteins, soy sauce, and tomato extract.*

*3 Progresso Light provides at least 33% fewer calories than regular ready-to-serve soups.* ***Light Savory Beef Barley Vegetable****: Progresso Light: 80 calories, 1.5g fat. Average of beef, barley, and vegetable ready-to-serve soups: 130 calories, 2g fat;* ***Light Creamy Chicken Alfredo with Pasta****: Progresso Light: 100 calories, 3g fat. Average of creamy chicken and pasta ready-to-serve soups: 180 calories, 9g fat.*

*4 See label for nutrition information or visit Progresso.com for calorie and sodium content.*