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Post® Pebbles™ Cereal Recruits New Captains to Lead Team Pebbles Campaign
Professional Basketball Legend Shaquille O’Neal Gears Up for Team Fruity; Young Hollywood Sensation Bella Thorne Joins Team Cocoa

PARSIPPANY, N.J. (April 2, 2015) — Post Foods, LLC, announced the addition of two new talents to lead the friendly competition between Fruity Pebbles and Cocoa Pebbles to see which flavor has the most passionate fans. Basketball and celebrity superstar, Shaquille O’Neal, will lead Team Fruity, while American actress, dancer and singer, Bella Thorne, will head Team Cocoa.

“We are excited to expand the Team Fruity and Team Cocoa rosters with amazing talents who exemplify the Pebbles spirit,” said Sue Fruzzetti-Reich, Senior Brand Manager at Post Foods, LLC. “Since the Pebbles flavor showdown kicked off early last year, our Team Captains and teammates have done a great job at rallying support behind Fruity and Cocoa. Both sides have a passionate fan base and it has kept the competition tight. We know both Shaq and Bella will bring a renewed surge of energy to their respective teams and inspire fans to share their love for Pebbles.”

In the Fruity Pebbles vs. Cocoa Pebbles showdown, Pebbles fans of all ages have been asked to choose a side – Team Fruity or Team Cocoa. Fans can support their favorite flavor online by choosing a team at www.TeamPebbles.com, accessible on desktop, mobile and tablet. The microsite will also serve as a sweepstakes hub, allowing fans to enter a unique code found inside new Team Pebbles boxes featuring Shaq and Bella for the chance to win an Orlando VIP family vacation. In addition to the grand prize, fans will be eligible to win prizes such as a Meet and Greet with Shaq or Bella, electric scooters, GoPro cameras and gift cards.

“Fruity Pebbles brings out the big kid in me,” said four-time NBA Champion Shaquille O’Neal. “After a great Pebbles season last year, I’m excited to suit up and go head-to-head against Bella and Team Cocoa. I can’t wait to lead the Team Fruity charge, this is going to be a slam dunk!”

Fans will be able to collect Fruity Pebbles boxes featuring Shaquille O'Neal and Cocoa Pebbles boxes featuring Bella Thorne on store shelves nationwide beginning April 2015. New television spots starring both celebrities battling it out for their favorite flavor will begin airing in mid-May.

"I'm a huge fan of Cocoa Pebbles and am pumped to lead Team Cocoa," said teen sensation Bella Thorne. "Just because I'm not a professional athlete, doesn't mean I'm not competitive. I'm ready to show Shaq and his team that while I may be small, Team Cocoa has BIG game and is ready to take Team Fruity down!"

For more information about Post Pebbles, please visit <http://www.TeamPebbles.com> or www.PostFoods.com/our-brands/pebbles/. Connect with Pebbles on social media by following [@GoTeamFruity](#) and [@GoTeamCocoa](#) on Twitter, on Facebook at www.Facebook.com/PebblesCereal, and on Instagram via [@TeamPebbles](#).

About Post Foods, LLC

Post has enriched the lives of consumers, bringing quality foods to the breakfast table since the company's founding in 1895. Post's portfolio of brands includes diverse offerings to meet the taste and nutritional needs of all families, including such favorites as Honey Bunches of Oats®, Pebbles™, Great Grains®, Post® Shredded Wheat, Post® Raisin Bran, Grape-Nuts®, Honeycomb® and Post Goodness™-To-Go. Post is dedicated to nourishing goodness, providing consumers with a variety of breakfast choices to meet their nutritional needs from whole grain and fiber to lower sugar offerings. For more information about Post Foods, visit www.PostFoods.com.

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