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KEEBLER ISSUES ALLERGY ALERT ON MISLABELED 8-COUNT CARTONS OF *FUDGE SHOPPE*® *JUMBO FUDGE STICKS* SOLD AT CONVENIENCE STORES

BATTLE CREEK, Mich., Jan. 27, 2011 – Keebler® is recalling a limited quantity of 8-count cartons of *Fudge Shoppe*® *Jumbo Fudge Sticks* sold at convenience stores. This recall was initiated because the cartons contain individually wrapped *Jumbo Peanut Butter Sticks*. The individually wrapped cookie sticks are correctly labeled.

People who have allergies to peanut run the risk of serious or life-threatening allergic reactions. Because the individually wrapped cookie sticks contain peanuts, consumers with peanut allergies should avoid eating this product.

Approximately 17,000 8-count cartons of the recalled product were distributed to brokers and convenience stores in the U.S. They are marked with UPC Code 3010053332 and a lot code of AS 07 27 1A.

No allergic reactions have been reported to date.

Consumers with questions or who would like a replacement may contact the Keebler Consumer Response Center at 888-746-3679 from 8 am to 8 pm Eastern time, or visit www.Keebler.com.

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