

## Shareholder Information

### World Headquarters

Number One General Mills Boulevard  
Minneapolis, MN 55426-1347  
Phone: (763) 764-7600

### Website

[GeneralMills.com](http://GeneralMills.com)

### Markets

New York Stock Exchange  
Trading Symbol: GIS

### Independent Auditor

KPMG LLP  
4200 Wells Fargo Center  
90 South Seventh Street  
Minneapolis, MN 55402-3900  
Phone: (612) 305-5000

### Investor Inquiries

General Shareholder Information:  
Investor Relations Department  
(800) 245-5703 or (763) 764-3202

### Analysts/Investors:

Kristen S. Wenker  
Vice President, Investor Relations  
(763) 764-2607

### Transfer Agent and Registrar

Our transfer agent can assist you with a variety of services, including change of address or questions about dividend checks.

Wells Fargo Bank, N.A.  
161 North Concord Exchange  
P.O. Box 64854  
St. Paul, MN 55164-0854  
Phone: (800) 670-4763 or (651) 450-4084  
[WellsFargo.com/shareownerservices](http://WellsFargo.com/shareownerservices)

### Notice of Annual Meeting

The annual meeting of shareholders will be held at 11 a.m., Central Daylight Time, Sept. 27, 2010, at the Children's Theatre Company, 2400 Third Avenue South, Minneapolis, MN 55404-3597.

### Electronic Access to Proxy Statement, Annual Report and Form 10-K

Shareholders who have access to the Internet are encouraged to enroll in the electronic delivery program. Please see the Investors section of our website, [GeneralMills.com](http://GeneralMills.com), or go directly to the website, [ICSDelivery.com/GIS](http://ICSDelivery.com/GIS) and follow the instructions to enroll. If your General Mills shares are not registered in your name, contact your bank or broker to enroll in this program.

### General Mills Direct Stock Purchase Plan

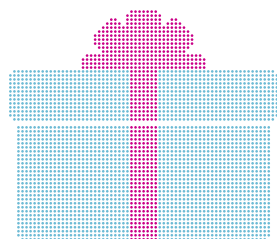
This plan provides a convenient and economical way to invest in General Mills stock. You can increase your ownership over time through purchases of common stock and reinvestment of cash dividends, without paying brokerage commissions and other fees on your purchases and reinvestments. For more information and a copy of a plan prospectus, go to the [Investors](#) section of our website at [GeneralMills.com](http://GeneralMills.com).

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## Holiday Gift Boxes



General Mills Gift Boxes are a part of many shareholders' December holiday traditions. To request an order form, call us toll free at (877) 826-9985 or write, including your name, street address, city, state, zip code and phone number (including area code) to:

2010 General Mills Holiday Gift Box  
Department 7286  
P.O. Box 5010  
Stacy, MN 55078-5010

Or you can place an order online at:  
[GMIHolidayGiftBox.com](http://GMIHolidayGiftBox.com)

Please contact us after Oct. 1, 2010.

## Visit us on the Web

We have a variety of websites that appeal to consumers around the world. Below is a selection of our most popular sites. For a more complete list, see the "Our websites" page on [GeneralMills.com](http://GeneralMills.com).

### U.S. Sites

[Cheerios.com](http://Cheerios.com)

[Pillsbury.com](http://Pillsbury.com)

[Yoplait.com](http://Yoplait.com)

[BettyCrocker.com](http://BettyCrocker.com)

Get recipes, cooking tips and view instruction videos

[BoxTops4Education.com](http://BoxTops4Education.com)

Sign up to support your school

[EatBetterAmerica.com](http://EatBetterAmerica.com)

Simple ways to eat healthy, including healthier versions of your favorite recipes

[QueRicaVida.com](http://QueRicaVida.com)

Recipes and nutritional information for Hispanic consumers

[Tablespoon.com](http://Tablespoon.com)

Download coupons, recipes and more for a variety of our brands

### International Sites

[HaagenDazs.com.cn](http://HaagenDazs.com.cn) (China)

[Haagen-Dazs.fr](http://Haagen-Dazs.fr) (France)

[NatureValley.co.uk](http://NatureValley.co.uk) (United Kingdom)

[OldElPaso.com.au](http://OldElPaso.com.au) (Australia)

[LifeMadeDelicious.ca](http://LifeMadeDelicious.ca) (Canada)

Get recipes, promotions and entertaining ideas for many of our brands