

EXHIBIT 28

From: Connie Evers <eversc@teleport.com>
To: KROHN Karl USA <Karl.KROHN@ferrero.com>; Elise Titan <elise.titan@mslworldwide.com>
Sent: 8/1/2010 9:26:37 PM
Subject: Re: New Nutella commercial

Hi Karl,
Sorry that I didn't respond sooner - I was out of the office last Thurs and Friday.

I LOVE the commercial. I think that moms across America will instantly relate to the morning scene. I distinctly recall those mornings in my house! [REDACTED]

I look forward to talking with you on Tuesday.
Thanks,
Connie

----- Original Message -----

From: KROHN Karl USA
To: [Elise Titan](#) ; [Connie Evers](#)
Sent: Thursday, July 29, 2010 2:32 PM
Subject: New Nutella commercial

Hi there:
Wanted to share with you the new Nutella spot that will begin airing on August 2, 2010. Sit back & enjoy!
Rgds,
Karl

Please consider the environment before printing this e-mail.

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