

Announcer: Open your mouth and shut your eyes. It's the alphabet cereal.

- What a surprise!

Announcer: Yes, it's Alpha-Bits, Post's new sugar sparkled, ready-to-eat oats cereal that's so much fun and so nutritious, too. ♪ A-B-C-D-E-F-G ♪ ♪ Alpha-Bits for you and me ♪ ♪ The shape is new ♪ ♪ A new taste too ♪ ♪ So nutritious ♪ ♪ Good for you ♪

- Good for you! ♪ Try Alpha-Bits and you will see ♪ ♪ It's A-B-C-delicious ♪

Announcer: Post Alpha-Bits are such fun to eat and so good for you. They're made of oats, one of the best sources of high-quality cereal protein. And Post Alpha-Bits are sugar sparkled. They help provide both quick and lasting energy that children need. Psst, tell them to get 'em.

- Oh yes, be sure and get new Post Alpha-Bits. ♪ Try Alpha-Bits and you will see ♪ ♪ It's A-B-C-delicious ♪