



OREO PUTS NEW SPIN ON ICONIC DUNKING RITUAL WITH LAUNCH OF OREO DUNK CHALLENGE
World's No. 1 Cookie Kicks off Series of Innovative Dunks around the World with Basketball Hall of Famer Shaquille O'Neal and Hands-Free OREO Cookie Dunking in New York City

NEW YORK -- Feb. 8, 2017 – Today, *OREO* – the world's No. 1 cookie¹ – launched the *OREO Dunk Challenge*, a global celebration of the brand's iconic dunking ritual. The campaign kicks off in the U.S. and will roll out to more than 50 countries around the world as part of the *OREO* brand's ongoing Wonderfilled movement. The *OREO Dunk Challenge* will feature a trio of high-profile dunkers, including International Recording Artist Christina Aguilera, Brazilian football star Neymar da Silva Santo, Jr. and Basketball Hall of Famer Shaquille "Shaq" O'Neal. Shaq and fans will do the first official dunks of the campaign today at the birthplace of the *OREO* cookie in New York City.

OREO cookies and milk have gone together for many years -- and not just because they are a delicious dunking duo. Dunking an *OREO* cookie in milk has always been a fun way to create a playful moment that reminds us how extraordinarily special it can be to feel and wonder like a kid.

"*OREO* sees the world with childlike wonder and our iconic dunking ritual is the purest articulation of that vision," said Justin Parnell, Global Brand Director, *OREO*. "When you dunk an *OREO* cookie in milk, you're releasing a bit of childlike wonder from within, and it's those types of moments that our brand was built on. We're thrilled to inspire fans to dunk *OREO* cookies on a global scale and inspire more moments of play and wonder around the world."

U.S. fans who share their *OREO* cookie dunk on Twitter and Instagram using #*OREODunkSweepstakes* will be entered for a chance to win a Wonderfilled VIP dunking experience in New York or Los Angeles. Fans can also enter on Facebook by sharing their *OREO* cookie dunk and using the hashtag in response to an *OREO Dunk Challenge* post on the brand's page.*

"I'm so excited to join the *OREO Dunk Challenge*," said Christina Aguilera. "Dunking *OREO* cookies was a part of my childhood and I am excited to join Shaq and Neymar in this campaign! I can't wait to hear of all the different dunks fans will come up with."

OREO AND SHAQUILLE O'NEAL INTRODUCE "HANDS-FREE OREO COOKIE DUNKING"

Like Shaq himself, the dunk to kick off the *OREO Dunk Challenge* will be playfully larger-than-life. Alongside *OREO*, Shaq challenges fans to "Hands-Free *OREO* Cookie Dunking" at Chelsea Market in New York City, the location of the original *Nabisco* bakery where the first *OREO* cookie was made.

¹ Source: Euromonitor International Limited; Packaged Food 2017 edition, as per sweet and savoury biscuits definitions, retail value sales, rsp, 2016

OREO will demonstrate how a fan's intense desire to dunk an *OREO* cookie in milk can actually move the treat toward its delicious fate – no hands necessary! State-of-the art, brain-computer interface software customized for the event tracks the concentration levels of event participants wearing brain-sensing headbands. Dunkers who reach a certain threshold of “cookie concentration” are able to move an *OREO* cookie toward a cold glass of milk without ever having to touch the cookie.

“Dunking has been in my DNA for years, but it goes beyond basketball,” said O’Neal. “I’ve always loved dunking my *OREO* cookies in milk – it makes me feel like a kid like no other snack or treat, which is why I was excited to join the *OREO Dunk Challenge*. Being able to kick off the campaign by doing my first-ever dunk without using hands will always be a great memory for me.”

THE *OREO DUNK CHALLENGE* INFILTRATES CULTURE

“We know that people across this country grew up dunking *OREO* cookies in milk,” said Patty Gonzalez, Director, *OREO* Equity, North America. “Our goal is to not only recapture the simple magic of those moments, but to do so in a way that feels novel and fresh. The *OREO Dunk Challenge* is a great way to inspire our fans by showcasing new, fun and innovative ways to dunk *OREO* cookies in milk, whether online, in-store, at-home or when enjoying some of our culture’s most high profile moments.”

Over the coming months, the *OREO Dunk Challenge* will continue to come to life through a diverse variety of collaborations designed to show fans new and unexpected ways to dunk *OREO* cookies in milk – again and again. These high-impact collaborations will integrate *OREO* cookie dunking into culture via dynamic activations and engaging experiences, including:

- A collaboration with Google featuring a custom, global digital dunking mobile experience.
- A Snapchat lens on February 12, 2017.
- *OREO Dunk Challenge* onsite at the NCAA® Final Four® Fan Fest event in Phoenix.
- A playful presence on milk containers across the country, featuring copy such as “Cookies Just Wanna Dunk.”
- Large scale media partnerships, including an ABC takeover on *LIVE! With Kelly*, *The Chew* and *Jimmy Kimmel Live!*
- TV spots featuring Shaquille O’Neal, Christina Aguilera and Neymar da Silva Santo Junior that put spectacular spins on the *OREO* cookie dunking ritual. Complementing these will be humorous, short form digital content that shows off the additional dunking skills – and unique personalities – of the campaign’s stars.

Follow @*OREO* on Facebook, Twitter, Tumblr and Instagram for more details on the *OREO Dunk Challenge* and to discover other playfully-delicious and unexpected ways to dunk an *OREO* cookie. For more fun facts on *OREO* cookies, see [here](#).

About *OREO*

OREO is the world’s favorite cookie, enjoyed by families and friends in more than 100 countries around the world. *OREO* is the best-selling cookie of the 21st century with nearly \$2.9 billion in global annual revenues. The *OREO* cookie’s “TWIST LICK DUNK” ritual has become the signature way to enjoy this iconic

cookie in many different cultures around the world. *OREO* has a Facebook community of more than 40 million *OREO* lovers around the globe, representing 200+ countries and dozens of different languages. *OREO* ranks among the top five brand Facebook pages in the world. *OREO* celebrated its 100th birthday on March 6, 2012. Visit www.OREO.com for more information.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2016 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *belVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

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