



**Contacts:** Kimberly Fontes  
847/943-5678  
news@mdlz.com

Katie Thelen  
312/988-2183  
KThelen@webershandwick.com

## **NABISCO UNVEILS SPONSORSHIP OF 2015 5 SECONDS OF SUMMER "ROCK OUT WITH YOUR SOCKS OUT" TOUR**

*The makers of Chips Ahoy!, RITZ and Honey Maid debut tour sponsorship surprising unsuspecting fans with band meet ups*

**East Hanover, N.J. (Nov. 17, 2014)** – Lucky fans received the surprise of a lifetime at the sold-out 5 Seconds of Summer (5SOS) concert in Los Angeles on Saturday, November 15 - thanks to *Nabisco*. Known for being leaders in the snacking industry, *Nabisco* is also recognized for bringing unique and innovative experiences to their consumers. The snack maker continued the tradition with the announcement of its 2015 title sponsorship of the "Rock Out With Your Socks Out" tour; 5SOS's first-ever headlining North American tour.

### **Surprise, 5 Seconds of Summer Style**

*Nabisco's* beloved brands *Chips Ahoy!*, *RITZ* and *Honey Maid* teamed-up with 5SOS to surprise true "5SOSFAM" fans this weekend. An interactive consumer photo booth was set-up outside the concert at The Forum in Los Angeles. Fans thought it was just a special booth to capture celebratory photos of excited concert goers, but while backstage, the 5SOS band members watched them having fun on a secret *Nabisco* camera.

Jocelyn Jimenez, Lesley Ramirez and Esmeralda Miranda of Culver City, CA were just a few of the girls shocked when all four boys fashioned the ultimate photo bomb – surprising the three girls in the booth for an exciting and unsuspected meet and greet. The best part? It was all captured via hidden video cameras – check it out at [youtube.com/Nabiscoand5SOS](http://youtube.com/Nabiscoand5SOS).

"Surprising our fans in the booth was epic. We really appreciate all of their support and getting the chance to meet some of them in a fun way like this is always cool,"



said the bandmates of 5 Seconds of Summer. “We'll be doing more fun stuff with *Nabisco* on our tour next year!”

“Our great brands like *Chips Ahoy!*, *RITZ* and *Honey Maid* aim to partner with the biggest names across all of the passion points that matter to our consumers, from music to sports and everything in between. Just as we look to bring consumers the latest in snacking innovations, we strive to partner with culturally relevant talent who are the freshest in their industry,” said Stephen Chriss, Senior Director, North American Media and Consumer Engagement at *Mondelēz International*. “From our products to our social content, we know that enthusiasts for our leading cookie and cracker brands crave unique experiences, and that is why we are thrilled to be working with one of the hottest bands in the world in 2015. This is only the beginning of the fun we have ‘in store’.”

### **For More on Nabisco and 5 Seconds of Summer**

The *Nabisco* and 5 Seconds of Summer partnership officially launches in July 2015.

For more information on the 5 Seconds of Summer tour please visit:

[vipnation.com/tours/5-seconds-of-summer/rock-out-with-your-socks-out-tour-2015](http://vipnation.com/tours/5-seconds-of-summer/rock-out-with-your-socks-out-tour-2015). Stay tuned for exclusive access and information by visiting [Chip Ahoy!](#), [RITZ](#) and [Honey Maid](#) on Facebook.

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### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as Cadbury, Cadbury Dairy Milk and Milka chocolate, Jacobs coffee, LU, Nabisco and Oreo biscuits, Tang powdered beverages 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](http://www.mondelezinternational.com) and [www.facebook.com/mondelezinternational](http://www.facebook.com/mondelezinternational).