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Maker of *OREO* cookies and *belVita* biscuits Announces Sponsorship Agreement with US Open Snack Brands Become Official Promotional Partner for Tennis Tournament

EAST HANOVER, N.J. – Aug. 18, 2015 – Mondelēz International, maker of *OREO* cookies and *belVita* breakfast biscuits, today announced a sponsorship deal to become an Official Promotional Partner of the US Open.

“We’re so excited to partner with the US Open, which is that rare event with strong appeal among our core targets of moms, millennials and multi-cultural consumers collectively,” said Stephen Chriss, Senior Director, North America Consumer Engagement and Marketing Services at Mondelēz International.

The agreement, which grants promotional rights in store, stadium, and in digital media and advertising, is the latest example of Mondelēz International’s North America strategy to leverage high-profile cultural moments and events to generate significant excitement and conversations for its brands.

The US Open will provide an enormous platform to promote these brands, including the newest offering from America’s favorite cookie: *OREO* Thins, a sleek, crisp cookie that delivers on the classic *OREO* taste that consumers already know and love.

Mondelēz International plans to leverage the sponsorship to create engaging experiences at the competition, as well as produce relevant content during matches that can help its brands resonate with consumers in real-time. With digital and social media as a priority, Mondelēz International continues to enlist partnerships that offer the authentic opportunity to engage with consumers via the second screen.

“Our brands engage consumers where they are, and increasingly that means on digital and social media as well as through TV,” said Chriss. “Our promotional partnership with a world class event like the US Open that drives massive conversation online will enable brands such as *OREO* and *belVita* to create captivating content that’s relevant to consumers in the moment.”

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About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with pro forma 2014 revenue of more than \$30 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum and *Tang* powdered beverages. Mondelez 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 us on Twitter at www.twitter.com/MDLZ.

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