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Maker of *RITZ, CHIPS AHOY and TRIDENT* Kicks Off Movement to *#PASSTHELOVE* to U.S. Women's National Team

Official Snacks of U.S. Soccer Rally Consumers before International Competition

DEERFIELD, Ill. – May 1, 2015 – The Official Snacks of U.S. Soccer have a message for soccer lovers across the country – **it's time to #PassTheLove!**

Today Mondelēz International, maker of *RITZ, CHIPS AHOY and TRIDENT*, announced a **socially charged campaign to rally consumers and fans across the country to share a message of support for the U.S. Women's National Team** as the squad prepares to compete in the world's largest women's international soccer tournament.

"The U.S. Women's National Team have inspired the entire country with some of the most memorable performances in sports history, so our brands want to return the favor by rallying consumers behind the 2015 team," said Stephen Chriss, Senior Director, North America Consumer Engagement and Marketing Services at Mondelēz International. "We hope #PassTheLove becomes a rallying cry for fans and a way for these amazing athletes to see how much support they have here at home."

This is the second year the Official Snacks of U.S. Soccer have prompted fans to #PassTheLove. The campaign launched in 2014 in support of the U.S. Men's National Team ahead of the competition in Brazil and quickly became the company's largest multi-brand program to date.

This year, the focus shifts to the U.S. Women's National Team, which will head to Canada in June to face the best national teams from across the globe. The #PassTheLove campaign is designed to rally consumers around the team, and the program will be backed by thousands of retail displays; shopper marketing programs; breakthrough real-time social content; adaptive advertising, including an ongoing partnership with Blink Studios; interactive consumer events; in-stadium and in-person consumer engagement at U.S. Soccer games before the team departs for Canada.

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How Fans #PassTheLove

RITZ, CHIPS AHOY and TRIDENT and the rest of the Official Snacks of U.S. Soccer are creating an interactive digital “Fan Wall of Support” and giving consumers multiple ways to #PassTheLove, including:

- **Online at PassTheLove.com:** Fans can go to PassTheLove.com beginning May 15 to share a message of support from their social media channels directly to the Wall of Support. Posting a message allows visitors to automatically get entered to receive instant-win prizes – such as snacks, U.S. Soccer jerseys, gear and other giveaways – that will be awarded hourly all the way up to the competition.
- **At U.S. Soccer Games:** The Fan Wall of Support will come alive at the three Send-Off Series Games in May. Through a large-screen digital display, fans can share their messages near the stadium at three matches: May 10 at Avaya Stadium in San Jose, California; May 17 at StubHub Center in Carson, California; and May 30 at Red Bull Arena in Harrison, New Jersey.

Star-Studded Kick-Off

To launch #PassTheLove in 2015, the Official Snacks of U.S. Soccer invited consumers to help create a stunning mural celebrating the U.S. Women’s National Team – with a twist. Instead of paint brushes, the mural was created by kicks of a soccer ball projecting paint onto the surface. Thus, each pass of the ball became a symbolic way for people to #PassTheLove.

This innovative, interactive experience was created in Hermosa Beach, California – just miles from the training site of the U.S. Women’s National Team – on the same day the team reported to its final pre-tournament camp.

U.S. soccer star Alex Morgan, now in her second year of a sponsorship with Mondelēz International and the Official Snacks of U.S. Soccer, attended the event and provided one of the first kicks to the canvas.

“It’s always so inspiring to see and hear support from soccer fans, and I’m extremely appreciative to *RITZ, CHIPS AHOY and TRIDENT* for rallying people to #PassTheLove,” said Morgan, one of the sport’s premier players. “People always ask me whether players actually listen to the positive messages we get on social media – and the answer is yes, we love it.”

A Growing Soccer Movement

Through its expanding sponsorships and engaging consumer activations, Mondelēz International has rapidly established itself as a key supporter of the sport at a time when attendance and enthusiasm for soccer are skyrocketing.

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Beyond its designation as the Official Snacks of U.S. Soccer (Men's and Women's teams) and individual sponsorship with Morgan, Mondelēz International recently announced a deal to become the Official Snacks of Major League Soccer.

The designations of Official Snacks of U.S. Soccer and MLS extend to the **cookie, candy, cracker and gum** categories and are inclusive of a series of globally-recognized brands operated by Mondelēz International, including: *OREO, CHIPS AHOY, RITZ, WHEAT THINS, HONEY MAID, NEWTONS, BELVITA, TRIDENT, DENTYNE, STRIDE and SOUR PATCH KIDS*, among others.

Mondelēz International recognizes the enormous potential to leverage the sport's growing stature with a broad range of consumers – including multicultural audiences – whether it's in-store, in-stadium or through innovative digital media executions.

“Our #PassTheLove campaign proves the power of soccer to help our brands score with consumers, and we plan to make this year even bigger,” said Chriss. “Our goal is to open the sport up to new consumers and reinforce how our snacks increase the fun of soccer, whether you're at the stadium, watching on TV or playing the game.”

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2014 revenue of \$34 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Oreo, LU* and *Nabisco* biscuits; *Cadbury, Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum; *Jacobs* coffee and *Tang* powdered beverages. 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 us on Twitter at twitter.com/MDLZ.

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