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BELVITA BREAKFAST BISCUITS UNVEILS BELVITA BITES
belVita Expands Its Biscuit Offerings With a New On-the-Go Breakfast Option

East Hanover, NJ—January 5, 2015— It's true what they say. Great things sometimes come in small packages. The same can be said about belVita Bites, delicious mini breakfast biscuits that provide four hours of nutritious steady energy. With 42 percent of Americans skipping breakfast due to being crunched for time¹, the on-the-go convenience of belVita Bites as part of a complete breakfast now leaves breakfast skippers with no excuses.

"Mornings are a particularly busy time. The opportunity to enjoy a sit-down meal just isn't there these days," said Mikhail Chapnik, Senior Brand Manager for belVita. "We are excited to offer our consumers a quick, on-the-go and nutritious breakfast choice that can be enjoyed no matter how busy their schedules. The portability and poppability of belVita Bites Breakfast Biscuits make it simple and fun to enjoy while on-the-go as part of a complete breakfast"

belVita Bites Breakfast Biscuits join the existing belVita crunchy lineup in two flavors—Chocolate and Mixed Berry. Each 50g serving of belVita Bites Breakfast Biscuits contains 230 calories, 20g of whole grain and 4g fiber², and should be enjoyed with a serving of fruit and low-fat or non-fat dairy for a balanced breakfast. belVita Bites are available in retailers nationwide for a suggested retail price of \$3.69 per box.

For additional information, visit belVitaBreakfast.com, or follow @belVita on Twitter and on Facebook at www.Facebook.com/belVita.

About *belVita*

The ***belVita*** brand introduced its first breakfast biscuits in France more than a decade ago and is now available in more than 40 countries around the world. The crunchy biscuits contain slow-release carbs from wholesome grains to help fuel the body for four hours. They provide 18-20 grams of whole grains per 50 gram serving and are a good source of fiber².

For those who prefer a soft texture, **belVita** Soft Baked Breakfast Biscuits provide 20% of the Daily Value of Fiber² and are made with 11 grams of whole grains per 50g serving. Both varieties of crunchy and soft biscuits contain no high fructose corn syrup, partially hydrogenated oils or artificial flavors or sweeteners. For more information, visit belVitaBreakfast.com.

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 <http://www.mondelezinternational.com> and www.facebook.com/mondelezinternational.

1. Source: Technomic 2014 & 2013, The Breakfast Consumer Trend Report
2. 7g fat per serving

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