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Chips Ahoy! THINS Celebrates New Oatmeal and Double Chocolate Flavor Varieties with 'THIN-credible' 10-Foot-Tall Cookie Jar

Fans Guess Number of Chips Ahoy! THINS in Custom Cookie Jar for Chance to Win Free Cookies for a Year

EAST HANOVER, N.J. – Jan. 18, 2017 – Today, *Chips Ahoy!* cookies celebrates the launch of the two newest flavor varieties to its THINS product portfolio: Oatmeal and Double Chocolate. *Chips Ahoy!* THINS cookies first launched nationwide in the summer of 2016, offering a thin, crispy version of the country's number one chocolate chip cookie -- bursting with the rich, delicious flavor that's made *Chips Ahoy!* famous for more than 50 years.

To showcase this delicious new flavor variety duo, *Chips Ahoy!* THINS has created an oversized cookie jar with a THIN-credible, stop-you-in-your-tracks twist in New York City! Measuring ten feet tall, but only one foot thick, the custom cookie jar will be featured in the iconic Time Warner Center and will be filled to the brim with new *Chips Ahoy!* THINS in Oatmeal and Double Chocolate flavor varieties. Thanks to its ultra-thin shape, the *Chips Ahoy!* THIN-credible Cookie Jar is a one-of-a-kind photo opp that shows just how *Chips Ahoy!* is "Made With !" But the cookie celebration doesn't stop there: fans in New York are invited to try a free taste of the new varieties and guess exactly how many *Chips Ahoy!* THINS Cookies fill the THIN-credible Cookie Jar for a chance to win a year's supply of the crispy, chip-filled cookies! What could be sweeter than that?

"Our *Chips Ahoy!* THINS product line has been met with incredible excitement and enthusiasm," said Sofia Oliveira, Sr. Brand Manager, *Chips Ahoy!* North America. "To continue this excitement, we're thrilled to celebrate our delicious new flavor varieties, Oatmeal and Double Chocolate, in a way that only *Chips Ahoy!* THINS could do. Our THIN-credible Cookie Jar not only embodies our larger-than-life passion for cookies, it's also a very fun way to interact with our fans."

Chips Ahoy! THINS Cookies in Oatmeal and Double Chocolate flavor varieties are available nationwide. The *Chips Ahoy!* THIN-credible Cookie Jar will be located in New York City's Time Warner Center (10 Columbus Circle, New York, NY 10019) from noon to 6 p.m. EST today, for one day only and will provide an opportunity to enter the *Chips Ahoy!* THINS for a Year contest and receive a serving size sample of the new varieties. Fans anywhere in the country can join the guessing game by visiting <http://bit.ly/2ikLQtI> and entering online before 1/27/17 (11:59pm EST). There they can watch a 360-degree video of the THIN-credible Cookie Jar and submit their guess of how many Oatmeal and Double Chocolate *Chips Ahoy!* THINS Cookies are in the oversized cookie jar for a chance to win!

NO PURCHASE NECESSARY TO ENTER THE CHIPS AHOY! THINS FOR A YEAR CONTEST. Promotion ends 11:59 pm ET on 1/27/17. Open to residents of the 50 U.S. (D.C.), 18 and older. Enter online at <http://bit.ly/2ikLQtI>. See Official Rules for alternate method of entry. Limit 1 entry per e-mail address/person. A one (1) year supply of *Chips Ahoy!* THINS awarded as fifty-two (52) free product coupons that expire 12/31/17. Each coupon will be for a free product (each up to a \$4.29 value) of any one (1) *Chips Ahoy!* THINS (any variety, 7oz or larger). ARV: \$223.08. Void where prohibited. Sponsor: Mondelēz Global, LLC, East Hanover, NJ 07936.



About Mondelez International

Mondelez International, Inc. (NASDAQ:MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$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; and *Trident* gum. 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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