

News Release

Fuse, *TRIDENT* and Twitter Reinvent TV with “Trending10,” The First Show Sourced From Real-time Twitter Conversation

Multi-Screen Program Will Target Millennial Consumers During Key Impulse-Purchase And Consumption Moments

EAST HANOVER, NJ (April 16, 2013) – *TRIDENT*, the iconic global gum brand; Fuse, the national music television network of The Madison Square Garden Company; and Twitter are partnering to reinvent TV with daily cross-platform music entertainment programming called *Trending 10*, the first television program to be sourced and produced from real-time Twitter conversation spikes. Understanding the new multi-screen media consumption habits of millennial consumers, the partners are bringing music-loving viewers daily *Trending 10* content across multiple screens and platforms.

Trending 10 brings viewers the 10 top trending music-related stories of the day, filtered through Fuse’s Heat Tracker technology that measures and illustrates which artists are generating the largest spikes in Twitter conversations. The broadcast show, along with “sneak peek” digital shorts, socially sharable exclusive content (e.g., interviews and articles) and live online access to the Heat Tracker at Fuse.tv/T10, are all populated by the real-time social conversations of music fans. Through *Trending 10*, *TRIDENT* will facilitate the social media conversation, be featured in various branded integrations, and engage with *Trending 10* viewers and followers through its social channels.

“As a leader in the gum category, we are constantly evolving how we engage with consumers, and *Trending 10* allows us to reach millennials where they live and how they live with multi-screen, multi-platform programming,” said Farrah Bezner, Marketing Director, Mondelēz International. “Through the partnership we’ll be connecting with consumers at gum-chewing moments, like when they are commuting or waiting in line at checkout. It’s important that we’re on their screens when gum might be on their minds, especially because gum is an impulse category.”

The *Trending 10* half-hour countdown show airs weeknights at 7:30e/6:30c on Fuse’s linear network. The show is hosted by Fuse personality and co-host of *Top 20 Countdown*, Yasmine Richard, along with several guest hosts, including Dan Brown and Elaine Moran.

“Fuse is a great place for brands like *TRIDENT* to reach a desirable audience with music content that is meaningful, accessible, and engaging,” said Mike Bair, President, MSG Media. “Through *Trending 10*, we’ve created a truly innovative platform where social conversations surrounding today’s top artists are being captured and contextualized throughout the day across all screens.”

The trio of iconic brands, which were brought together by Mediavest, is flipping the relationship between television and social media—and moving beyond TV that drives social engagement to

social engagement that drives TV.

“Through this partnership with Twitter, Fuse and **TRIDENT** will enjoy elevated access to Twitter data surrounding the music conversation happening in real time,” said Joel Lunenfeld, Vice President of Brand Strategy at Twitter. Music is one of the top topics most-discussed on Twitter, which sees its over-200 million active monthly users produce more than 400 million Tweets per day.

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About TRIDENT Gum

TRIDENT gum, the first national sugar free gum, has long been a pioneer in providing oral health benefits to consumers. Today **TRIDENT** is available in a wide range of forms & flavors, including **TRIDENT** Layers, **TRIDENT** White, and **TRIDENT** Splash. **TRIDENT** is one of Mondelēz International’s “Billion Dollar” brands, and is loved by a global community of nine million Facebook fans. Visit www.facebook.com/tridentgum.

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 and www.facebook.com/mondelezinternational.

About Fuse

Fuse, the national television network dedicated exclusively to music, brings viewers closer to their favorite artists and bands by featuring original series and specials, exclusive interviews, live concerts and video blocks – all rooted in the music experience. Celebrating the hit makers of today, familiar favorites and edgy newcomers, Fuse accommodates the wide ranging tastes and attitudes of its 18-34 year-old audience with compelling music programming on-air, on-line, on-demand, in HD and via mobile technologies. Fuse is a part of MSG Media, which includes television networks MSG, MSG Plus, MSG HD and MSG Plus HD, as well as MSG Interactive, which oversees all company digital initiatives. MSG Media is a division of The Madison Square Garden Company (NASDAQ:MSG), along with MSG Sports and MSG Entertainment. MSG Sports includes the New York Knicks (NBA); the New York Rangers (NHL); the New York Liberty (WNBA); the Connecticut Whale (American Hockey League); and MSG Entertainment includes concerts and events at Radio City Music Hall, Madison Square Garden, the Theater at Madison Square Garden, the Wang Theatre in Boston, the Beacon Theatre, the legendary Chicago Theatre as well as the Forum in Inglewood, California and manages wholly-owned live entertainment properties including the *Radio City Christmas Spectacular*, starring the Rockettes. Additional information about Fuse can be found at www.fuse.tv.

About Twitter

Founded in 2006, Twitter is a real-time information service on which people around the world can post ideas, comments and news, plus photos and videos, in 140 characters or less. The service can be accessed through a variety of methods, including Twitter.com, text messaging, and desktop, mobile, and web applications. Twitter is available in more than 33 languages. Visit www.twitter.com or follow [@twitter](https://twitter.com/twitter) for more information.