

News Release

Oreo Spreads Wonder from Coast-to-Coast

Campaign Kicks Off in New York City with Singer-Songwriter 'Owl City,' More Than 500 A Cappella Singers and an OREO Anthem

EAST HANOVER, NJ (May 14, 2013) – Wonder if I gave an *OREO* to the big bad wolf, what might happen? In its newest campaign, which debuted with a 90-second TV spot on Sunday evening, the World's Favorite Cookie answers this question by exploring how something as small as sharing an *OREO* cookie can create a positive change in perspective. The campaign, featuring the *OREO WONDERFILLED* anthem, will come to life in New York City today with 500 a cappella singers performing the new song and sharing *OREO* cookies with New Yorkers. The wonder and singing will then spread coast-to-coast, with visits to Chicago and Los Angeles as the launch week unfolds.

The *OREO WONDERFILLED* animated ad focuses on universally-known stories told with a distinct *OREO*-inspired twist. Singer-songwriter, Owl City (a.k.a Adam Young), whose style of music embodies optimism and a carefree nature, performs the catchy tune that poses the question, "Wonder if I gave an *OREO* to ...?" and ends with a light-hearted change in perspective for all those it touches in the song.

"For more than 100 years, *OREO* has represented childlike delight. It is what has helped make *OREO* the World's Favorite Cookie," said Janda Lukin, Director, *OREO*, at Mondelēz International, Inc. "The *OREO WONDERFILLED* campaign has a much more universal message, asking people to see the world the way *OREO* does – with openness and curiosity. We are excited by the stories we can tell with this campaign and energized by the limitless ways we think it can evolve over time."

New Yorkers will experience the wonder during their rush hour commutes and throughout the morning when a cappella singers, including nationally known groups, will bring the lyrics to life in their own unique voice – from Wall Street to Times Square. Joined by Owl City, the day will culminate in a group sing-a-long in Union Square. *OREO* will also share Vine videos throughout the day so that fans across the country can participate in the celebration. Later this week, *OREO* will take wonder on the road to Chicago (May 16) and Los Angeles (May 17), enlisting local a cappella groups in each city to be part of the *OREO WONDERFILLED* excitement.

Multi-Faceted *OREO WONDERFILLED* Campaign

The campaign is a fully-integrated program featuring TV, digital, social, promotional radio, public relations and cinema advertising. Campaign elements include:

- :90/:30/:15 *OREO WONDERFILLED* TV advertising spots to run through September 2013, with new creative and stories to be added along the way
- Promotional radio to generate awareness of the new *OREO* song in top 10 media markets

- Continuing engagement on Twitter and Facebook in real-time and during some big stage events

The *OREO WONDERFILLED* campaign was developed by The Martin Agency (advertising), 360i (digital/social), Weber Shandwick (public relations) and MediaVest (media).

For more information about *OREO*, the new campaign and to download the new *OREO* anthem, visit www.OREO.com.

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About OREO

OREO is the world's favorite cookie, enjoyed by families and friends in more than 100 countries around the world. *OREO* is the best-selling biscuit of the 21st century with more than \$2 billion in global annual revenues. The *OREO* cookie twist, lick and dunk ritual has become the signature way to enjoy this iconic cookie for many different cultures around the world. *OREO* has a Facebook community of more than 33 million *OREO* lovers around the globe, representing 200+ countries and dozens of different languages. *OREO* ranks among the top five brand Facebook pages in the world. *OREO* celebrated its 100th birthday on March 6, 2012. Visit www.OREO.com for more information. *OREO* is one of Mondelēz International's billion-dollar brands.

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.