

News Release

***Stride* Gum Introduces 'Gumulon' - A Groundbreaking IOS Game Controlled by Chewing!**

Exciting Mobile Gaming Experience Offers Unique Way to Play a Video Game – Where Chewing Unlocks an Intergalactic Adventure

EAST HANOVER, NJ (June 20, 2013) – Welcome to chew controlled gaming. *Stride* gum today announced the release of its iOS game, 'Gumulon', a groundbreaking game controlled by chewing.

Using the front-facing camera (available on select mobile devices), players use their mouths to completely control the intergalactic action – when you chew, main character Ace jumps. This advanced chew-tracking software was developed specifically for 'Gumulon'.

Available as a free download in the App Store now (standard download rates apply), 'Gumulon' is set in the dark, cavernous depths of an endless outer space mine. Players play as Ace, a maverick mining professional on planet 'Gumulon'. One day, during a heroic mining mission in Gumulon's deepest mine, Ace awakens a terrifying prehistoric cave beast. Narrowly avoiding the monster's jaws, our hero begins a death-defying climb to freedom, as the fast-paced action of 'Gumulon' begins.

"'Gumulon' is an innovative slice of entertainment. We always seek to engage our fans and provide unique experiences," said Lauren Sella, *Stride* Senior Brand Manager. "The most exciting thing for us is that chewing *Stride* gum now provides a truly original way to use gum chewing to control and play a mobile video game."

In addition to compelling game play, game unlocks can be activated by scanning the barcode on packs of *Stride* gum while in the app. The barcodes on each of the nine *Stride* flavors unlocks a different bonus to give Ace an extra boost.

'Gumulon' will also feature unique social media components. As Ace falls into the jaws of the monster, the front facing camera captures a still of the player's face, creating an image featuring the player's top score and chewing face that can then be shared across their social media channels.

'Gumulon' is available free on the AppStore: <http://appstore.com/gumulon> or, via gumulon.com, where consumers can also discover more about the 'Gumulon' story.

'Gumulon' was created in collaboration with W+K London and Johnny Two Shoes and is compatible with iPhone 4s, iPhone 5, iPad 2, iPad 3rd & 4th generation, iPad Mini, iPod Touch 4th & 5th generation.

For the latest on 'Gumulon,' please visit *Stride*'s social channels at <https://www.facebook.com/stride-gum> & <https://twitter.com/stridegum>.

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About Stride

Stride gum, launched in 2006, seeks to celebrate people who fearlessly live their lives and "do their thing." *Stride* gum, a Mondelēz International brand, offers a variety of products and flavors including Shaun White *Mintacular* and *Whitemint*, Spark Kinetic Mint, Spark Kinetic Fruit, Winterblue, Sweet Peppermint, Spearmint, and Fearless Fruit. For more information visit: www.StrideGum.com or www.facebook.com/Stride-gum.

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.