

News Release

TRIDENT Layers Debuts First :06 Second Vine TV Spot on National Music Television Network Fuse

New campaign is focused on resonating with Millennial consumers through evolution of Fuse and Twitter partnership and re-imagination of “Paid in Layers”

EAST HANOVER, NJ (September 9, 2013) – **TRIDENT**, the iconic global gum brand, is continuing to push boundaries between traditional and social media with the groundbreaking launch of a :06 Vine TV spot to premier today on Fuse, the national music television network of The Madison Square Garden Company. The Vine TV spot for *Trident Layers* is an extension of the brand’s partnership with Fuse and Twitter, which is focused on bringing the social conversation from Twitter to TV through Fuse’s *Trending 10* program, airing weeknights at 7:30 p.m. ET. The :06 Vine spot will debut on Monday, September 9th and will air 100 times over the following 2 weeks. Millennials are seeking shorter and continually changing content and *Trident*, Fuse and Twitter will be among the first to bring it to them.

The Vine TV spot revitalizes the brand’s iconic “Paid in Layers” campaign for a new generation. The original campaign which debuted in 2009, focused on the premise that *Trident Layers* are so delicious that people would accept them as a form of currency. The brand has seen the theme continue to have tremendous consumer recall and engagement, even four years after its launch. *Trident* worked with Grape Story to carefully select Vine talents Nicholas Megalis and Rudy Mancuso, who can bring the “Paid in Layers” story to life in just 6 seconds, and resonate with the Millennial consumer.

“We continue to see consumers reference our Paid in Layers campaign, and we are excited to reinvent the idea for today’s millennial consumer – both in content and distribution,” said Farrah Bezner, Marketing Director, Mondelēz International. “This is not a repeat of the original campaign, but rather a fresh new take on it, built off of the organic conversation we’ve seen our consumers have about the campaign across our social channels. This is part of a multi-faceted campaign for *Trident Layers* which will engage our consumer across a variety of content streams and channels where we know they are active.”

"We love seeing brands make creative use of Twitter and Vine. Trident is at the forefront of what we're doing next on Twitter, and this is yet another instance of them embracing what makes our platforms unique," said Ross Hoffman, Director of Brand Strategy at Twitter.

“*Trending 10*, the Twitter-centric music news program that grew out of our partnership with *Trident* and Twitter, is a bold step in bridging the gap between television and social networking, two powerful platforms for our viewers,” said Mike Bair, president, MSG Media. “With *Trident*’s new Vine TV spot, we’re eager to feature one of the newest forms of digital expression and embrace a new wave of compelling short-form video content.”

In addition to the Vine TV spot, *Trident* is extending the new campaign for *Trident Layers* to focus on the unique benefit of duality of flavor in one gum. The brand is focused on reaching consumers in new ways, by strategically blurring the lines between traditional and social media and working with dynamic partners like Fuse and Twitter.

Trident is introducing additional content today including a traditional: 30 TV spot. The new “Paid in Layers” ad by Mischievious was actually paid for in Layers to bring the spirit of the campaign to life. In addition, the brand is debuting a new content series featuring the “Trident Player” – a Millennial who shares his adventures paying for things in Layers, and will engage with consumers across social media in a fun and playful way.

###

Contacts:

Kim Fontes,
Mondelēz International
847-943-5678
news@mdlz.com

About *TRIDENT* Gum

TRIDENT, an iconic global gum brand, was a pioneer in offering sugar free gum in the U.S. 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 eleven 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.