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Mondelēz International Celebrates Its Launch as the Pre-eminent Player in Global Snacking

New Company Rings NASDAQ's Opening Bell as Part of Commemorating Events in More Than 80 Countries

NEW YORK – Oct. 3, 2012 – Mondelēz International, Inc., the world's pre-eminent maker of chocolate, biscuits, gum and candy, is commemorating its launch as a new company with events around the world. Joined by 14 employees from five continents, Chairman and CEO Irene Rosenfeld today rang the opening bell on The NASDAQ Global Select Market to mark the second day of trading under the company's new ticker symbol MDLZ.

Kraft Foods Inc., the maker of many of the world's most beloved food and beverage brands – including *Cadbury*, *Jacobs*, *LU*, *Milka*, *Nabisco*, *Oreo*, *Tang* and *Trident* – changed its name to Mondelēz International, Inc. after spinning-off its North American grocery business on Oct. 1. The company name is a newly coined word that evokes the idea of a delicious world filled with moments of joy.

"This is a very special day," Rosenfeld said. "We're making our debut as Mondelēz International and unleashing a global snacking powerhouse that's uniquely positioned to delight consumers. We're the world's greatest start-up. Out of the gate, we have \$36 billion¹ in revenue and leading positions in every market in which we compete. What's more, our brands have been loved by consumers around the world for generations."

To celebrate this milestone, Mondelēz International held a special event in New York City's Times Square to commemorate what the new company is all about: creating delicious moments of joy. Employees shared a taste of Mondelēz International's beloved products with thousands people passing through the square. The celebration is part of worldwide events involving 100,000 Mondelēz International employees across more than 80 countries and 300 offices, research and development facilities, distribution centers and manufacturing sites.

"Our Board, executive team and employees are energized by the exciting future that lies ahead of us," said Rosenfeld. "We're confident we have the right plans in place to deliver top-tier revenue and earnings growth over the long term."

A video of the bell-ringing event is available for download until 4 p.m. EDT today at <http://videos.nasdaqomx.com/Ceremony/Ceremonies.mov>.

¹Based on 2011 reported net revenues; includes accounting calendar changes and 53rd week.

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Contact:

Michael Mitchell (Media)
+1-973-503-4533
news@mdlz.com

Dexter Congbalay (Investors)
+1-847-646-6299
ir@mdlz.com

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages. The company comprises the global snacking and food brands of the former Kraft Foods Inc. following the spin-off of its North American grocery operations in Oct. 2012. Mondelēz International's portfolio includes several billion-dollar brands such as *Cadbury* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gums. Mondelēz International has annual revenue of approximately \$36 billion and operations in more than 80 countries. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

Forward-Looking Statements

This press release contains a number of forward-looking statements. Words, and variations of words such as "confident" and similar expressions are intended to identify our forward-looking statements, including but not limited to, top-tier revenue and earnings growth. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond our control, which could cause our actual results to differ materially from those indicated in our forward-looking statements. Such factors include, but are not limited to, continued weakness in economic conditions, risks from operating globally and tax law changes. Please also see our risk factors, as they may be amended from time to time, set forth in our filings with the SEC, including our most recently filed Annual Report on Form 10-K and subsequent reports on Forms 10-Q and 8-K. Kraft Foods disclaims and does not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.