



August 30, 2012

## **Kraft Foods to Webcast Two Investor Presentations**

### **Leadership Teams Outline Strategies and Goals for Global Snacks Company on Sept. 6 and North American Grocery Company on Sept. 7**

NORTHFIELD, Ill., Aug. 30, 2012 /PRNewswire/ -- Kraft Foods Inc. today announced that the leadership teams for Mondelez International, Inc. and Kraft Foods Group, Inc. will separately present their respective strategies and goals as two independent companies next week. As previously announced, Kraft Foods Inc. plans to spin-off its North American grocery business, to be named Kraft Foods Group, at 5 p.m. EDT on Oct. 1, 2012. Following the spin-off, Kraft Foods Inc. will be renamed Mondelez International, Inc.

#### **Mondelez International Presentation at Barclay's Back-to-School Conference**

On Thursday, Sept. 6, at 3:45 p.m. EDT, Chairman and CEO Irene Rosenfeld and members of her leadership team will present an overview of the global snacks company Mondelez International and its strategic priorities at the Barclays Capital Back-to-School Consumer Conference in Boston.

#### **Kraft Foods Group Presentation at SeaPort Boston World Trade Center**

On Friday, Sept. 7, at 9 a.m. EDT, Tony Vernon, who will become CEO of Kraft Foods Group, and his leadership team will host a separate investor day in Boston to outline the strategic plan for the North American grocery business as it begins its journey as an independent company.

Live audio webcasts of both presentations will be available within the Investor Center section of the Kraft Foods corporate web site, [kraftfoodscompany.com](http://kraftfoodscompany.com). An archived rebroadcast and slides will be available on [kraftfoodscompany.com](http://kraftfoodscompany.com) for one year following the webcast.

Kraft Foods Inc. (NASDAQ: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2011 revenue of \$54.4 billion. Twelve of the company's iconic brands – *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia*, *Tang* and *Trident* – generate revenue of more than \$1 billion annually. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods Inc. is a member of the Dow Jones Industrial Average, Standard & Poor's 500, NASDAQ 100, Dow Jones Sustainability Index and Ethibel Sustainability Index. Visit [www.kraftfoodscompany.com](http://www.kraftfoodscompany.com) and [www.facebook.com/kraftfoodscompany](http://www.facebook.com/kraftfoodscompany).

– make today delicious –

SOURCE Kraft Foods Inc.

Media, Michael Mitchell, +1-847-646-4538, [news@kraftfoods.com](mailto:news@kraftfoods.com), or Investors, Christopher M. Jakubik, +1-847-646-5494, [ir@kraftfoods.com](mailto:ir@kraftfoods.com)