



May 13, 2014

OREO Brand to Partner with Paramount Pictures for the Global Release of Michael Bay's "Transformers: Age of Extinction"

First-ever Global Movie Partnership Will Cover Over 35 Countries New Television Spot from Director Michael Bay to Launch May 15 in over 15 Territories

DEERFIELD, Ill., May 13, 2014 /PRNewswire/ -- OREO, the world's favorite cookie, announced today its partnership with Paramount Pictures for the global release of the upcoming Michael Bay film "Transformers: Age of Extinction," releasing in the U.S. on June 27. Covering over 35 countries, this first-ever global movie partnership includes a global TV spot directed by Bay, Transformers-themed OREO cookies and packaging, point-of-sale activations as well as digital and social media efforts.



"We're very excited about this partnership as we're bringing two iconic brands together in a big way around the world," said Jennifer Hull, Brand Manager Global Oreo at Mondelez International. "The play value and optimistic view of the world that are inherent to the OREO brand fit perfectly into the environment of Transformers. We cannot wait to showcase all of the marketing support that's sure to surprise and delight consumers everywhere."

From new packaging and movie-themed activities on the OREO *Twist*, *Lick* and *Dunk* app around the world to *Autobot* and *Decepticon* embossed cookies in Asia and Latin America and custom flavors in Southeast Asia, OREO is set to excite Transformers and OREO fans - wherever they are.

"The OREO team has created one of the most integrated and innovative Transformers partner campaigns for the movie franchise to date," commented LeeAnne Stables, Executive Vice President of Worldwide Marketing Partnerships at Paramount Pictures. "We were fortunate to have Michael Bay dedicate the time, while still in production on 'Transformers: Age of Extinction,' to personally direct this new OREO television campaign, which Transformers movie fans around the world will no doubt love to see."

The TV campaign, set to launch later this month, will bring the OREO brand into the world of Transformers. Directed by Bay, in collaboration with ad agency The Martin Agency, the spot shows how an OREO cookie provides a moment of support as the giant robot Transformers carry on in the fight for good. Titled "Little Help," the spot will air in over 15 markets.

The global deal between Mondelez International, OREO and Paramount Pictures was negotiated and executed in collaboration with LiquidThread, the brand content division within Mediavest.

Are you ready to see OREO in action? Join the OREO community at www.facebook.com/oreo to follow the story.

About OREO

OREO is the world's favorite cookie, enjoyed by families and friends in more than 100 countries around the world. As one of Mondelez International's "billion-dollar" brands, OREO is the best-selling biscuit of the 21st century with more than \$2 billion in global annual net 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 35 million OREO lovers around the globe, representing 200+ countries and dozens of different languages. OREO celebrated its 100th birthday in 2012.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelez 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, *Oreo*, *LU* and *Nabisco* biscuits, *Tang* powdered beverages and *Trident* gum. Mondelez 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 Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

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