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## **Mondelēz International Brings Oreo, the World's No. 1 Cookie, to Russia**

- **Company upgrades manufacturing line to bring Russian-baked Oreo biscuits to local consumers**
- **Investment supports the company's strategy to accelerate growth by introducing proven Power Brands to key markets**

MOSCOW, Sept. 28, 2015 (GLOBE NEWSWIRE) -- Mondelēz International's first "made-in-Russia" Oreo biscuits are reaching Russian stores in October after the company upgraded a manufacturing line at its Sobinka plant. The investment supports the company's global growth strategy, which includes expanding iconic Power Brands like Oreo to new markets. Mondelēz International is already the No. 1 biscuit maker in Russia with beloved brands such as *Jubilee*, *Barni* and *TUC*.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=36441>

"Oreo is the world's No. 1 biscuit, so this represents a major snacking milestone for the Russian market," said Hossam Ashour, General Manager, Mon'delēz Rus. "Now consumers in Russia will be able to enjoy these legendary cookies, experience the world-famous ritual of 'twist, lick and dunk' and love them as they are loved the world over! In addition, producing Oreo in Russia will make these delicious treats more accessible to local consumers and help expand Russia's biscuits market."

Oreo will be available in retail outlets across Russia in three formats: a 38g package for individual consumption, and larger 95g and 228g packages to enjoy with family, friends and colleagues. With approximately \$2.5 billion in annual revenues in 2014, Oreo is the world's favorite cookie. Every year, more than 40 billion Oreo cookies are produced in 18 countries around the world. Thanks to its unique positioning and classic recipe, Oreo is now sold in more than 100 countries.

For more fun facts on Oreo biscuits, please visit our website [here](#).

### **About Mon'delēz Rus**

Mon'delēz Rus LLC ([www.mdlz.ru](http://www.mdlz.ru)), part of the Mondelēz International group of companies, has operated in the Russian market for over 20 years and holds leadership positions in the chocolate and biscuits categories. The company produces Russians' favorite brands such as *Alpen Gold*, *Milka* and *Picnic* chocolate, *Jubilee*, *Barni* and *TUC* biscuits, as well as *Dirol* chewing gum. Mon'delēz Rus LLC employs 2,300 people, with production facilities in Vladimir and Novgorod regions. The company has invested significantly in the Russian economy, to the level of about \$1 billion since 1994. In addition, the company's investments into major social and charitable projects totaled \$5 million over the last three years.

### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ:MDLZ) is a global snacking powerhouse, with pro forma 2014 revenue of more than \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as *OREO*, *LU* and *Nabisco* biscuits; *Cadbury*, *CadburyDairyMilk* and *Milka* chocolate; *Trident* gum and *Tang* powdered beverages. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow us on Twitter at [www.twitter.com/MDLZ](http://www.twitter.com/MDLZ).

The photo is also available at Newscom, [www.newscom.com](http://www.newscom.com), and via AP PhotoExpress.

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First "Made-in-Russia" Oreo