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Press Release

OREO Brand Launches *Jurassic World: Fallen Kingdom* Themed Product

Regional Campaign Focused in Asia-Pacific with a Chance to Win a Trip for Four to Experience Thrilling Adventure at Universal Studios Singapore



Bangkok, Thailand – June 8, 2018 – OREO, the world's number one cookie, announced today *Jurassic World*-themed Mini OREO cookie packaging in celebration of the upcoming film *Jurassic World: Fallen Kingdom*, releasing in Asia-Pacific on June 7, 2018. Covering eight countries in the region, this outstanding collaboration with Universal Brand Development includes a dedicated TV spot for the campaign as well as digital and social media efforts including a region-wide sweepstake with a chance to win a trip for four to Universal Studios Singapore.

“We’re very excited about this partnership with Universal Brand Development as it marks a new milestone for us to be collaborating with the world’s leading media and entertainment company. *Jurassic World: Fallen Kingdom* is one of the most anticipated films that captures the hearts of all ages which aligns with OREO’s value as the world’s favorite cookie that aims to create happy bonding moments for all family members.” said Rick Lawrence, Biscuits Marketing Director, Southeast Asia of Mondelēz International.



Fans who enter the regional sweepstake campaign will receive round-trip plane tickets to Universal Studios Singapore, accommodation and VIP passes for four guests. To participate, consumers in Thailand, Indonesia, the Philippines, Vietnam, Malaysia, Singapore, Hong Kong and Taiwan can purchase a package of Mini OREO and text MINIOREO followed by a space and product purchase receipt number to 4712999. Six prizes will be given to lucky winners in Thailand.

Other prizes including *Jurassic World* premiums such as backpacks, pop-up tents, hoodies and lunch boxes will also be given to lucky fans through biweekly draws. Additionally, a *Jurassic World* water bottle is available by simply buying a themed package of Mini OREOs for THB 119.

Jurassic World-themed Mini OREO cookies are now available with two sizes, 67 grams and 23 grams, at convenient stores and supermarkets nationwide. The campaign runs from today until July 25, 2018.

For more information, please visit www.OREOJW2.com.



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About OREO

OREO is the world's favorite biscuit, enjoyed by families and friends in more than 100 countries around the world. OREO is the best-selling biscuit of the 21st century with nearly \$2.9 billion in global annual revenues. The OREO biscuit TWIST LICK DUNK ritual has become the signature way to enjoy this iconic biscuit for many different cultures around the world. OREO has a Facebook community of more than 40 million OREO lovers around the globe, representing 200+ countries and dozens of different languages. OREO ranks among the top five brand Facebook pages in the world. OREO celebrated its 100th birthday on March 6, 2012. Visit www.OREO.com for more information.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2017 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 160 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as Oreo and *belVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; 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 or follow the company on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).

