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**'HALLS XS' Debuts Its Marvel's Avengers Limited Edition Pack,
Celebrating the Super Heroes in
'Marvel Studios' Avengers: Endgame
Together with an Exclusive Trip Giveaway to New York City.**



Bangkok, April 2019 – Mondelez International (Thailand) Co., Ltd. has joined hands with Marvel to launch its *HALLS XS* candy in an exclusive *Halls XS Marvel's Avengers Limited Edition Pack* to celebrate the Super Heroes in *Marvel Studios' Avengers: Endgame*. A new set of packaging comes in 12 designs of six beloved Marvel characters. Paired with six *HALLS XS* flavors, the featured characters include Iron Man, Captain America, Hulk, Thor, Black Widow, and Black Panther.

For the first time, “HALLS” the No.1 Candy Brand in Thailand is partnering with *Marvel Studios' Avengers: Endgame*, one of the most popular movies franchise to introduce an exclusive collection of *Halls XS Marvel's Avengers Limited Edition Pack* that truly delights the Thai consumers.

With this collaboration, the power of intense cooling of *HALLS XS*, an innovative product to provide intense cooling in a mini candy format, meets with the power of Super Heroes, forming an ingenious union - "MINI BUT MIGHTY POWER". Each flavor is brilliantly paired with a Super Hero with a stunning shiny finish on the pack.

Marvel Studios' *Avengers: Endgame* is the conclusion to Marvel Studios' twenty-two films, which is a global phenomenon that fans are eagerly anticipating, making this *Halls XS Marvel's Avengers Limited Edition Pack* highly collectible as a keepsake.

Coming along with this limited-edition pack is a huge contest to reward a lucky fan with an exclusive 'Marvel-themed tour' package, to visit the home of Avengers' Super Heroes in New York City, the United States. Everyone can participate in this campaign simply by purchasing a pack of *Halls XS Marvel's Avengers Limited Edition Pack* from 7-Eleven stores nationwide at THB25 each, sending an SMS to 4712226 by typing 'HALLSXS' followed by the last 10 digits of the code provided in the receipt.

Other prizes include premium gifts with Marvel Studios' *Avengers: Endgame* theme, including drawstring bag, t-shirt and luggage. Names of the lucky fans will be announced through the 'Halls Thailand' Facebook page. This campaign will be active from April 24 to June 23, 2019.

Consumers can look forward to exciting activities on 'Halls Thailand' Facebook page with a massive digital campaign, as well as giveaway of Marvel Studios' *Avengers: Endgame* movie tickets. Stay tuned to the page for more details!

Get yourself ready to keep cool in this summer heat and collect all 12 designs of *Halls XS Marvel Avengers Limited Edition Pack* (THB25, 15g), available now at convenience stores, hypermarkets and supermarkets nationwide.



About Mondelēz Thailand

Mondelēz International (Thailand) Co., Ltd. is part of Mondelēz International, Inc. We empower people to snack right in approximately 150 countries around the world. In Thailand, we are leading the future of snacking with iconic brands such as *Halls* candy; *Dentyne* gum; *Clorets* compressed mint and gum; *Oreo*, *Chips Ahoy*, *LU* and *Ritz* biscuits; *Toblerone* and *Cadbury* chocolate; and *Philadelphia* cheese. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

About Marvel Studios' Avengers: Endgame

The grave course of events set in motion by Thanos that wiped out half the universe and fractured the Avengers ranks compels the remaining Avengers to take one final stand in Marvel Studios' grand conclusion to twenty-two films, "Avengers: Endgame."

Kevin Feige produces "Avengers: Endgame," and Anthony and Joe Russo are the directors. Louis D'Esposito, Victoria Alonso, Michael Grillo, Trinh Tran, Jon Favreau, James Gunn and Stan Lee are the executive producers, and Christopher Markus & Stephen McFeely wrote the screenplay.