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KRAFT FOODS GROUP TO REPORT SECOND QUARTER 2014 RESULTS ON JULY 30, 2014

NORTHFIELD, Ill. – July 2, 2014 – Kraft Foods Group, Inc. (NASDAQ: KRFT) will release its second quarter 2014 financial results on Wednesday, July 30, 2014, at 3 p.m. Central time and will host a conference call at 4 p.m. Central time that day.

Investors and analysts may participate in the conference call by calling 888-350-0137 from the United States and Canada, or 970-315-0478 from other locations. The access code for the call is 24944255. To ensure timely access, participants should dial in approximately 10 minutes before the call starts. A listen-only webcast with accompanying presentation will be available in the Investor Center section of Kraft's Web site at ir.kraftfoodsgroup.com, under "Events & Presentations."

A replay of the conference call will be available until Aug. 9, 2014, by calling 855-859-2056 from the United States and Canada, or 404-537-3406 from other locations. The access code for the replay is 24944255. An archive of the webcast will be available for one year following the conference call on Kraft's Web site.

ABOUT KRAFT FOODS GROUP

Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of North America's largest consumer packaged food and beverage companies, with annual revenues of more than \$18 billion. The company's iconic brands include *Kraft*, *Oscar Mayer*, *Velveeta*, *Planters*, *Philadelphia*, *Maxwell House*, *Lunchables*, *Capri Sun*, *Kool-Aid* and *Jell-O*. Kraft's 22,500 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft is a member of the Standard & Poor's 500 and the NASDAQ-100 indices. For more information, visit www.kraftfoodsgroup.com and www.facebook.com/kraft.

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