



October 1, 2012

Mondelez International Completes Spin-Off of Its North American Grocery Business

NORTHFIELD, Ill., Oct. 1, 2012 /PRNewswire/ --Mondelez International, Inc. (NASDAQ: MDLZ), formerly Kraft Foods Inc., announced today that it has completed the previously announced spin-off of its North American grocery business, Kraft Foods Group, Inc. (NASDAQ: KRFT).

At 5 p.m. EDT on Oct. 1, 2012 (the "distribution date"), Mondelez International completed the spin-off by distributing all outstanding shares of Kraft Foods Group common stock that it owned ratably to its shareholders of record as of the close of business on Sept. 19, 2012. The distribution was based on a distribution ratio of one share of Kraft Foods Group common stock for every three shares of Mondelez International common stock.

Concurrent with the spin-off, Kraft Foods Inc. changed its name to Mondelez International, Inc. Starting tomorrow, Oct. 2, 2012, Mondelez International will trade on The NASDAQ Global Select Market under the ticker symbol "MDLZ," and Kraft Foods Group will trade on The NASDAQ Global Select Market under the ticker symbol "KRFT." The ticker symbol "KFT" has been retired.

Mondelez International will file its separation agreements with Kraft Foods Group and certain pro forma financial information with the U.S. Securities and Exchange Commission (the "SEC"). Please visit www.mondelezinternational.com/investor for additional information regarding the spin-off, including links to filings with the SEC.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages. The company comprises the global snacking and food brands of the former Kraft Foods Inc. following the spin-off of its North American grocery operations in October 2012. Mondelez International's portfolio includes several billion-dollar brands such as *Cadbury* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gum. Mondelez International has annual revenue of approximately \$36 billion and operations in more than 80 countries. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

SOURCE Mondelez International, Inc.