



Mondelez International, Inc. to Ring The NASDAQ Stock Market Opening Bell

Event is Part of Mondelēz International's Worldwide Launch as a New Company

ADVISORY, Oct. 3, 2012 (GLOBE NEWSWIRE) --

What:

Mondelēz International, Inc., a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, will ring the NASDAQ Stock Market Opening Bell to officially celebrate its launch as a new company. Formerly Kraft Foods Inc., the company changed its name to Mondelēz International, Inc. after spinning-off its North American grocery business, Kraft Foods Group, Inc., on Oct. 1.

In honor of the occasion, Irene Rosenfeld, Chairman and CEO of Mondelēz International, will ring the Opening Bell.

Mondelēz International, Inc. began trading on The NASDAQ Global Select Market yesterday under the new ticker symbol "MDLZ". The previous ticker symbol, "KFT," was retired.

On June 26, 2012 Kraft Foods switched its exchange listing and began trading on The NASDAQ Global Select Market. To date, more than half a trillion dollars in market capitalization has transferred listings and has begun trading on The NASDAQ Stock Market.

For additional information about the spin-off transaction, please visit the Kraft Foods Investor Center: <http://phx.corporate-ir.net/phoenix.zhtml?c=129070&p=irol-newsArticle&ID=1735228>.

Where:

NASDAQ MarketSite — 4 Times Square — 43rd & Broadway — Broadcast Studio

When:

Wednesday, October 3, 2012 — 9:15 a.m. to 9:30 a.m. ET

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Feed Information:

Fiber Line (Encompass Waterfront): 4463

Gal 3C/06C 95.05 degrees West
18 mhz Lower
DL 3811 Vertical
FEC 3/4
SR 13.235
DR 18.295411
MOD 4:2:0
DVBS QPSK

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at:

<http://www.facebook.com/NASDAQ>.

For news tweets, please visit our Twitter page at:

<http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Opening Bell will be available at:

<http://www.nasdaq.com/about/marketsitetowervideo.aspx>.

Photos:

To obtain a hi-resolution photograph of the Market Open, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

About Mondelēz International:

Mondelēz International, Inc. (Nasdaq:MDLZ) is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages. The company is comprised of the global snacking and food brands of the former Kraft Foods Inc. following the spin-off of its North American grocery operations in Oct. 2012. Mondelēz 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* gums. Mondelēz International has annual revenue of approximately \$36 billion and operations in more than 80 countries. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

About NASDAQ OMX Group

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade - from risk management to trade to surveillance to clearing. In the U.S. and Europe, we own and operate 24 markets, 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-40 microsecond speeds with 99.999% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,400 listed companies worth \$6 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit www.nasdaqomx.com. Follow us on Facebook (<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

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Source: The NASDAQ OMX Group, Inc.

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