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KRAFT FOODS GROUP ANNOUNCES INCREASE TO QUARTERLY DIVIDEND

NORTHFIELD, Ill. – Oct. 7, 2014 – Kraft Foods Group, Inc. (NASDAQ: KRFT) today announced that its Board of Directors approved an increase in the company’s quarterly dividend to \$0.55 per share of common stock, an increase of approximately 5 percent versus the prior rate of \$0.525 per share. This dividend is payable on Oct. 31, 2014 to shareholders of record as of Oct. 17, 2014.

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*, *Capri Sun*, *Jell-O*, *Kool-Aid*, *Lunchables*, *Maxwell House*, *Oscar Mayer*, *Philadelphia*, *Planters* and *Velveeta*. 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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