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New OREO Colorfilled Invites Fans to Personalize Packaging of OREO Cookies for the First Time Ever Just In Time For Holidays

Supports Mondelez International's Strategy to Grow E-Commerce Revenues to \$1 billion by 2020

EAST HANOVER, N.J., Nov. 9, 2015 /PRNewswire/ -- Just in time for the most magical time of year, when merrymakers are searching for new ways to spread cheer, OREO is introducing OREO Colorfilled, a first-time-ever experience for the brand that lets fans customize the packaging of original OREO cookies at shop.oreo.com. As a limited time offer, OREO Colorfilled turns the iconic cookie's wrapper into a canvas for imagination and personalization during the holiday season.



OREO Colorfilled encourages fans to tap into their inner artist to transform a pack of OREO cookies into a personal holiday expression. Available at shop.oreo.com, Colorfilled packs feature exclusive, illustrated black and white designs from graphic artists [Jeremyville](#) and [Timothy Goodman](#) that offer fans a peek at the holidays through the eyes of OREO and include an energetic mix of seasonal images and icons, such as waving snowmen, singing partridges, hugging penguins and moustached presents donning bowler hats.

The online Colorfilled experience is available via desktop or mobile and offers fans an easy way to create a completely custom package. After selecting one of the artist designs consumers can zoom in or out to select which area of the design to color in. After picking a color to paint with the site will either populate the design for you using the colors chosen, or users can manually fill in each image with a digital paint brush. Consumers can also select some holiday flair to add to their Colorfilled pack with accessories like scarves and antlers, or even use the circular cookie to spell a holiday greeting, such as "Joy" and "Ho Ho Ho."

Those looking for a more hands-on artistic experience can order a color-your-own pack which will arrive in a black and white design of choice with custom markers. Both online and manual options also allow fans to add something sweet with a personalized, heartfelt note in the top corner.

"Our fans have been interacting and getting creative with OREO cookies for more than 100 years so bringing this behavior to our pack was a natural next step," said Janda Lukin, Senior Director OREO at Mondelez International. "OREO Colorfilled is an open invitation to our fans to bring their imagination to our Wonderfilled world. We can't wait to see all the unique Colorfilled packs of OREO cookies created by fans this holiday season."

"The new OREO Colorfilled packs digital store is the first step in a larger e-commerce and customization strategy for Mondelez International as we work towards our vision of growing our e-commerce revenue to \$1 billion by 2020," said Cindy Chen, Global Head of E-Commerce, at Mondelez International. "We are experimenting with how to best offer customized products to our consumers and we are thrilled about this unique offering for the holiday season."

Each custom Colorfilled pack is priced at \$10 - with \$5 nationwide shipping for each order - and while the ways you can color are limitless, the packs are not, only available while supplies last. Also available for purchase are t-shirts featuring the artist designs complete with fabric markers for coloring in.

Get coloring today at shop.oreo.com and share your design with @oreo using #oreocolorfilled.

About OREO

OREO is the world's favorite cookie, enjoyed by families and friends in more than 100 countries around the world. OREO is the best-selling biscuit of the 21st century with more than \$2 billion in global annual revenues. The OREO cookie twist, lick and dunk ritual has become the signature way to enjoy this iconic cookie for many different cultures around the world. OREO has a Facebook community of more than 40 million OREO lovers around the globe, representing 200+ countries and dozens of different languages. OREO ranks among the top five brand Facebook pages in the world. OREO celebrated its 100th birthday on March 6, 2012. Visit www.OREO.com for more information. OREO is one of Mondelez International's billion-dollar brands.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with pro forma 2014 revenue of more than \$30 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; Trident gum and Tang powdered beverages. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at www.twitter.com/MDLZ.

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