



CANADA'S OLYMPIC ATHLETES TELL CANADIANS HOW TO CHEER LIKE A PRO

Mondelēz Canada conducts first-ever survey of Canadian Olympians to find out how fans can motivate them

MISSISSAUGA, ON (January 17, 2014) – According to a recent survey of hundreds of Canada's Olympians, **more than three-quarters (77%)** said that hearing their fans cheering and shouting motivates them most when competing, followed by **holding signs of support (73%)** and **dressing up in red and white (71%)**. With only three weeks to the Sochi 2014 Olympic Winter Games, Mondelēz Canada, makers of Cadbury, Dentyne, OREO and Ritz, today released findings from a first-of-its-kind survey of Canadian Olympic athletes about the best way for Canadians to show their pride and joy.

"I've always said the best part of being a national team athlete is the opportunity to share the experience with the fans. It's important for Canadians to understand how much athletes appreciate their support," said three-time Olympic Gold medalist Jennifer Botterill. "It's awesome that Mondelēz Canada came directly to us – the athletes – to ask how great we think our fans are and what they do that motivates us when we compete."

Along with tips from Canada's Olympians, Mondelēz Canada is bringing the action of the Olympic Winter Games even closer with its Pride & Joy app. The app celebrates Canada's wins and moments of joy throughout the Olympic Games by giving Canadians **real time updates** and the chance to win thousands of prizes, including **the grand prize of a trip for two to the Men's Hockey Gold Medal game in Sochi!** Canadians have to download the app by **January 24, 2014** to be eligible to enter into the contest for the grand prize!

With each download of the app, now available at iTunes, Google Play and on PrideandJoy2014.ca, Mondelēz Canada will donate \$1 to the Canadian Olympic Foundation (to a maximum donation of \$50,000).

Olympic motivation

The Mondelēz Canada survey also revealed that while athletes do like to hear from their fans through **social media (62%)**, most Canadian Olympians find motivation through 'good, old-fashioned' **hand-written letters (72%)** and **email letters (70%)** of support. And, if they had to pick, the Canadian Olympians polled said **face painting (20%) was their least favourite** fan behaviour.

But, as Botterill says, fans showing their support is very meaningful and that the best expression of support that Canadians can demonstrate is to show their authentic self. So fans should get out there, show their pride and be themselves!

"When we became an official supporter of Canada's Olympic Team, we knew we would launch a campaign to celebrate through our snack brands, but, we also wanted a greater connection to the athletes themselves," said Janine Keogh, Vice President, Biscuit Category, for Mondelēz International in Canada. "So, Mondelēz Canada grabbed the unique opportunity to ask the athletes directly how Canadians can motivate them and be a part of their journey to Sochi. What they shared will inspire the country to be great fans every day. And for all fans, we'll be bringing memorable moments of joy to life through our app, so Canadians can connect as a nation, and celebrate our collective pride and joy when Canada wins."



In addition to encouraging Canadians to celebrate with the Pride & Joy app, Mondelēz Canada is capturing the country's pride in its Olympians in a unique way in-store with special Olympic-themed 'Pride & Joy' limited editions of some of Canada's favourite snacks: OREO, mini Chips Ahoy!, Ritz Crackers and Maple Leaf cookies. The special packaging was inspired by our athletes' journey to the podium, and celebrates Canada with iconic symbols of pride. The limited edition Pride & Joy products are now available in-store across Canada.

Eight tips from Canada's Olympic athletes on how to be awesome-fans:

1. Olympic hopeful Travis Gerrits wants you to *"cheer on everyone! Be a proud Canadian! Get loud and engage with the athletes."*
2. Two-time Olympian Brent McMahon says to, *"always be positive with what you say. 'You are not far behind' isn't as helpful as 'you are catching them' or 'go get'em, they're just up ahead.'"*
3. *"Get rowdy. Know WHEN to cheer, and when not to!"* says three-time Olympian Robin Clegg
4. Silver medalist Elizabeth Manley says fans should *"cheer as loud as you can and let the athlete know they are there for them!"*
5. *"Positive support through social media goes a long way for athletes helping them stay motivated,"* says Olympian Dustin Hersee.
6. Silver medalist Rachele Viinberg wants us to *"realize that [athletes] compete and exist in non-Olympic years, too. A lot of attention is given to the Olympics, but we need to train full time and compete at a high level every year."*
7. Two-time Olympian Rick Say asks you to remember that *"heckling the competition is not sportsman like."*
8. Olympian Candace Murray says, *"appreciate the passion that other countries fans have for their athletes or for their sport and not to be aggressive and abusive towards them."*

Additional results from the survey are available upon request.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2012 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Cadbury, Cadbury Dairy Milk* and *Milk* chocolate, *Jacobs* coffee, *LU, Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

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