

## **With Chips Ahoy! Sea of Thieves and Xbox One X Marks the Spot Xbox Partnership Offers Up Exclusive Sea of Thieves content and National Xbox One X Sweepstakes**

**EAST HANOVER, NJ.** (April 12, 2018) – Be More Pirate! This summer, Chips Ahoy! is teaming up with Xbox to offer exclusive\* Sea of Thieves in-game items along with access to Xbox Game Pass and Xbox Live Gold with purchase. Customers also have a chance to enter a sweepstakes to win Xbox One X consoles, wireless controllers and digital copies of Sea of Thieves.

When you purchase specially marked packages of Chips Ahoy! cookies you'll also receive a set of rare Onyx items for use on your adventure in Sea of Thieves. Silver-black and set off with jewels, this vital pirate adventure toolkit will allow players to set sail in search of treasure and glory! Additionally, consumers will also receive free 5-day access to Xbox Game Pass and Xbox Live Gold which is stackable up to 30 days total for each service. The Xbox Game Pass and Xbox Live Gold offers will allow players the chance to immediately play Sea of Thieves online as the title is included with Xbox Game Pass.

“This is a fantastic opportunity for two loved brands to come together and provide exciting added value and content for consumers. We're excited to see this partnership hit stores in May and make a big splash in the cookie category,” said Sofia Oliveira, Sr. Brand Manager, CHIPS AHOY! North America.

“Chips Ahoy! and Sea of Thieves share the same fun-loving, adventure-seeking personality and are both meant to be enjoyed with friends,” said Brent Coyle, Global Lead, Xbox Partnerships. “We know gamers will be excited to unlock exclusive Sea of Thieves items, Xbox Live Gold, access more than 100 great games with Xbox Game Pass including Sea of Thieves, and enter to win an Xbox One X.”

Sea of Thieves is the highly-acclaimed new multiplayer game where players take to the high seas on epic voyages to unravel puzzling riddles, engage in ship-to-ship battles and discover the treasure of a lifetime.

The specially marked packages of Chips Ahoy! cookies will appear in stores nationwide beginning this May and the Xbox One X sweepstakes begins May 1<sup>st</sup> and runs through the end of 2018.

With Sea of Thieves playable this week at Boston's PAX East convention, Chips Ahoy! is sponsoring the Sea of Thieves Lounge which is adjacent to Xbox's booth on the show floor (booth #15033). Attendees can relax, recharge their devices, enjoy some Chips Ahoy! cookies, and partake in some Xbox-themed activities in the Sea of Thieves Lounge.

**NO PURCHASE NECESSARY TO ENTER THE CHIPS AHOY! XBOX PROMOTION.** Promotion starts 12:00 am ET on 5/1/18 and ends 11:59 pm ET on 12/31/18. Open to residents of the 50 U.S. (D.C.), 18 and older. Limit 1 entry per e-mail address/person per day. (100) Grand Prizes: Xbox One X. ARV: \$500. (400) First Prizes: Xbox controller and game package. ARV: \$120. Odds of winning a Sweepstakes prize depend on number of eligible entries received for the applicable Monthly Entry Period drawing.

Void where prohibited. The Offers will be fulfilled within 24 hours of Code validation. Sponsor: Mondelēz Global, LLC, East Hanover, NJ 07936. Microsoft is not a sponsor.

**\*Timed-exclusive content in the 50 United States and DC. May be available with other offers after the promotional period and may be available during the promotional period in other territories.**

### **About Mondelēz International**

Mondelēz International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2016 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as Oreo and belVita biscuits; Cadbury Dairy Milk and

Milka chocolate; and Trident gum. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

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