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NBA AND MONDELĒZ INTERNATIONAL, MAKER OF OREO, RITZ, SOUR PATCH KIDS AND OTHER ICONIC SNACKS, ANNOUNCE MULTIYEAR MARKETING AND LICENSING PARTNERSHIP

- Partnership Spans the NBA, WNBA, NBA G League, NBA 2K League and USA Basketball

NEW YORK, March 10, 2021 – Mondelēz International, Inc. (Nasdaq: MDLZ), the National Basketball Association (NBA) and USA Basketball today announced a multiyear partnership that makes the leading snacking company an Official Partner of the NBA, Women’s National Basketball Association (WNBA), NBA G League, NBA 2K League and USA Basketball.

As part of the partnership, Mondelēz International will create a variety of products and consumer promotions with the NBA, WNBA, NBA G League, NBA 2K League and USA Basketball featuring leading brands from the Mondelēz International portfolio such as *OREO* Cookies, *Chips Ahoy!*, *Nutter Butter*, *beVita*, *Ritz Crackers*, *Trident* and *Sour Patch Kids*.

“We’re excited to work with the NBA to further our shared commitment of bringing people together and building communities,” said Rachel Lawson, Associate Director Scale Consumer and Retail Engagement, Mondelēz International. “Through this partnership, we will create moments across our brand portfolio that unite all NBA enthusiasts – from teammates and coaches, to fans and families.”

Mondelēz International and the NBA will tip off their partnership later this month at retailers nationwide with the launch of limited-edition NBA Dynasty *OREO* Cookies. A playful new take on the original cookie, each pack features six unique embossments on top of the chocolate wafers that spotlight logos of some of the greatest dynasties in NBA history: the Boston Celtics, Chicago Bulls, Golden State Warriors, Los Angeles Lakers, Miami Heat and San Antonio Spurs.

“Creating unique products and consumer promotions with Mondelēz International’s iconic collection of brands is going to be an enjoyable way to bring our partnership together for NBA fans,” said Dan Rossomondo, Senior Vice President, Head of Media and Business Development, NBA.

In addition to the limited-edition packs, the NBA and Mondelēz International will introduce a “Taste Greatness” sweepstakes later this month with a chance for fans to win a grand prize trip to NBA All-Star 2022.

Be on the lookout for specialty marked packaging and visit TasteGreatnessVIP.com to learn more about the #TasteGreatness sweepstakes.¹

About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*,

Milka and *Toblerone* chocolate; *Sour Patch Kids* candy 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 or follow the company on Twitter at www.twitter.com/MDLZ.

About the NBA

The NBA is a global sports and media business built around four professional sports leagues: the National Basketball Association, the Women's National Basketball Association, the NBA G League and the NBA 2K League. The NBA has established a major international presence with games and programming available in 215 countries and territories in more than 50 languages, and merchandise for sale in more than 100,000 stores in 100 countries on six continents. NBA rosters at the start of the 2020-21 season featured 107 international players from 41 countries. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 1.9 billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

About USA Basketball

Based in Colorado Springs, Colorado, and chaired by retired Gen. **Martin Dempsey**, USA Basketball is a nonprofit organization and the national governing body for basketball in the United States. As the recognized governing body for basketball in the U.S. by the International Basketball Federation (FIBA) and the United States Olympic & Paralympic Committee (USOPC), USA Basketball is responsible for the selection, training and fielding of USA national teams that compete in FIBA-sponsored five-on-five, 3x3 and esport international competitions, as well as for some national competitions and for the development of youth basketball initiative that address player development, coach education and safety, while promoting, growing and elevating the game.

Connect with USA Basketball at USAB.com and on Facebook ([USABasketball](https://www.facebook.com/USABasketball), [USABYouth](https://www.facebook.com/USABYouth)), Twitter ([@usabasketball](https://twitter.com/usabasketball), [@USABJNT](https://twitter.com/USABJNT), [@USABYouth](https://twitter.com/USABYouth), [@USAB3x3](https://twitter.com/USAB3x3)), Instagram ([@USABasketball](https://www.instagram.com/USABasketball), [@USABYouth](https://www.instagram.com/USABYouth), [@USAB3x3](https://www.instagram.com/USAB3x3)) and [YouTube.com/usabasketball](https://www.youtube.com/usabasketball).

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¹ **NO PURCHASE NECESSARY TO ENTER SWEEPSTAKES.** Starts 12:00 am ET on 3/29/21; ends 11:59 pm ET on 6/25/21. Open to residents of the 50 U.S., D.C. & PR 18 and older. Enter/Play online and see Official Rules for all entry/prize details at www.tastegreatnessVIP.com. Void where prohibited. Sponsor: Mondelez Global, LLC, East Hanover, NJ 07936.