

Kraft Foods Group, Inc. TIP 401(k) Savings Plan Qualified Default Investment Notice

Important Information about the TIP 401(k) Savings Plan

Kraft Foods takes pride in the quality and competitiveness of its benefit programs. One of the most important and valuable benefits for your future financial security is the Kraft Foods Group, Inc. TIP Plan (TIP 401(k) Savings Plan). This notice provides important information about the TIP 401(k) Savings Plan rules, including the circumstances in which your contributions may be invested in the default investment fund. Please read it carefully.

Contributions to the TIP 401(k) Savings Plan

You can contribute a portion of your eligible pay to the TIP 401(k) Savings Plan on a before-tax or after-tax basis, or you can choose not to contribute at all. The TIP 401(k) Savings Plan has an auto-enrollment feature whereby employees who do not opt out or elect a different contribution rate are automatically enrolled in the Plan with a contribution rate of 2% of eligible pay on a before-tax basis. Employees hired on or after January 1, 2011, at certain locations, will have their contribution rates automatically increased by 1% each year until a 6% contribution level is reached, unless those participants elect otherwise. Kraft Foods may match a portion of the eligible pay you contribute to the Plan. To learn more about the TIP 401(k) Savings Plan's definition of eligible pay and certain IRS limits on the amount of pay that the plan can take into account or accept as a contribution, review the summary plan description.

Default Investment Fund

Under the TIP 401(k) Savings Plan, any contributions and other amounts for which no investment direction has been given, or with respect to which an investment direction cannot be given effect, will be invested in the default investment fund, which is a Target Date Fund. The default investment option may apply to your account if you were automatically enrolled and have not made an affirmative election to invest in another fund.

The enclosed Mondelēz Global 401(k) Savings Plan and Kraft Foods Group 401(k) Savings Plan Spin-Off Guide describes important changes that will occur to the TIP 401(k) Savings Plan due to the spin-off of Kraft Foods Group, Inc. to shareholders of Kraft Foods Inc. (the "Spin-Off"). If you have future contributions directed to the Kraft Foods Stock Fund after 3:00 p.m. Central time on September 28, 2012, the TIP 401(k) Savings Plan default investment option may apply to your account.

All future money that you have directed to the Kraft Foods Stock Fund after 3:00 p.m. Central time on September 28, 2012 will be redirected to a Target Date Fund with the target retirement year closest to the year you turn 65.

BlackRock Life Path Target Date Funds

The BlackRock LifePath® Target Date Funds are designed as an “all-in-one approach” for participants looking for a diversified, professionally managed method of investing. Rather than trying to mix and manage a collection of different funds, you can select one BlackRock LifePath Target Date Fund to access a well-diversified investment mix. Each BlackRock LifePath Target Date Fund’s investment objectives, risk and return characteristics and information about the fund’s fees and expenses can be found on the BlackRock LifePath Target Date Fund Fact Sheets.

There are a total of 10 Target Date Fund options in the Plan, each targeting a specific time period when investors might plan to start withdrawing money from their account. The BlackRock LifePath Target Date Funds have been set up in five year increments, from 2015 to 2055 with the intention that investors purchase the target date fund nearest the year of their expected retirement. Once you pick the fund, BlackRock selects and maintains a mix of investments that is appropriate for the fund’s specific time frame. Under the TIP 401(k) Savings Plan, any contributions and other amounts for which no investment direction has been given, or with respect to which an investment direction cannot be given effect, will be directed to the Target Date Fund that corresponds with your projected retirement date, based on birth years listed below:

Birth Date Range	BlackRock LifePath Target Date Fund Name	Retirement Date Range
1/1/1900 – 12/31/1948	Target Retirement Fund	Retired through 2014
1/1/1949 - 12/31/1952	Target 2015 Fund	2014 – 2017
1/1/1953 - 12/31/1957	Target 2020 Fund	2018 – 2022
1/1/1958 - 12/31/1962	Target 2025 Fund	2023 – 2027
1/1/1963 - 12/31/1967	Target 2030 Fund	2028 – 2032
1/1/1968 - 12/31/1972	Target 2035 Fund	2033 – 2037
1/1/1973 - 12/31/1977	Target 2040 Fund	2038 - 2042
1/1/1978 – 12/31/1982	Target 2045 Fund	2043 – 2047
1/1/1983 – 12/31/1987	Target 2050 Fund	2048 – 2052
1/1/1988 – 12/31/2099	Target 2055 Fund	2053 and later

Please note that any future contributions directed to the Kraft Foods Stock Fund after 3:00 p.m. Central time on September 28, 2012 will be directed to the BlackRock LifePath Target Date Fund with the target retirement year closest to the year you turn 65. If you want to transfer all or part of your existing balance in the default investment fund to another fund or funds, or direct that your future contributions be invested in one or more of the other available investment options, you may do so at any time on or before 3:00 p.m. Central Time on September 28th via MyHR Online at <http://myhronline.krft.net>. MyHR Online is available 24/7 from anywhere you have Internet access. Click on *Benefits* to access MyBenefits Online and click on *My 401(k) Savings Plan* which will take you to the Fidelity NetBenefits® website.

On and after October 1, 2012 you will be able to change how your future contributions are invested and redirect the investment of any account balances as follows:

- **For Active Kraft Foods Group Employees:** Go to MyHR Online at <https://myhronline.kraftfoods.com>. MyHR Online is available 24/7 from anywhere you have Internet access. Click on *Benefits* to access MyBenefits Online and click on *My 401(k) Savings Plan* which will take you to the Fidelity NetBenefits website.
- **For All Other Kraft Foods Group Participants:** Log on to www.netbenefits.com/kraft or call the Kraft Foods Retirement and Savings Plan Service Center at 1-877-208-0782.

- **For Active Mondelēz Global Employees:** Go to MyHR Online at <https://myhronline.krft.net>. MyHR Online is available 24/7 from anywhere you have Internet access. Click on *Benefits* to access MyBenefits Online and click on *My 401(k) Savings Plan* which will take you to the Fidelity NetBenefits website.
- **For All Other Mondelēz Global Participants:** Log on to www.netbenefits.com/mondelez or call the Mondelēz Retirement and Savings Plan Service Center at 1-866-612-4582.

See the Mondelēz Global 401(k) Savings Plan and Kraft Foods Group 401(k) Savings Plan Spin-Off Guide for more information.

The TIP 401(k) Savings Plan Target Date Funds satisfy the requirements of a qualified default investment alternative (QDIA), as defined by the U.S. Department of Labor (DOL). For additional details about the BlackRock LifePath Target Date Funds, including investment objectives, risk and return characteristics, and fees, please refer to the enclosed Fund Fact Sheets.

Also, you can visit the Department of Labor website at www.dol.gov/EBSA to find out more information about individual investing and portfolio diversification.

Please remember that the information contained in this notice is intended only to summarize the benefits provided under the Kraft Foods Global, Inc. TIP 401(k) Savings Plan. A more detailed description about this Plan and your eligibility to participate in it can be found in the official plan documents and your SPD. If there is any discrepancy between the information included here and the plan documents, the plan documents will govern. Kraft Foods reserves the right to amend, modify, suspend, or discontinue these benefits at any time.

