



## GOOGLE AND OREO TEAM UP TO REVEAL ANDROID OREO

*New Android O Operating System Named After World's Favorite Cookie, OREO*

On August 21, Google revealed that the next version of its mobile operating system, Android, is named after the world's favorite cookie<sup>1</sup> – Android *OREO*. Historically, Google has named each successive Android release after sweet treats like Eclair, Ice Cream Sandwich and most recently, Nougat. The Android *OREO* release marks a global collaboration between the *OREO* brand and Google, which kicked off with the debut of the Android *OREO* superhero — a new character who personifies the powers of this iconic duo and the features of the new operating system.

Poised to be a pop-culture icon, Android *OREO* channels the playfulness of *OREO* and intelligence of Android to spread joy throughout the world. And, like all iconic superheroes, Android *OREO* originated from a wondrous, and unique, moment in time: the 2017 total solar eclipse that touched the United States. To see Android *OREO*'s story, [click here](#).

*"It's not every day that iconic brands like OREO and Android join forces in a way that is truly reflective of both brands' personalities,"* said Justin Parnell, Global Brand Director, *OREO*. *"The OREO brand is on a mission to bring people together through fun, playful moments, so infusing the playfulness of OREO with the openness of Android is the perfect match. And with the Android OREO superhero, we're continuing on our path to engage our fans across the world in innovative ways."*



Also unveiled with the release was the Android *OREO* superhero kinetic statue—a first of its kind for Android. Building on Google's tradition of creating giant lawn statues for every Android release, which are housed at its headquarters in Mountain View, California, this new version of the Android *OREO* statue adds a layer of playful interactivity the *OREO* brand is known for, together with Android's rich history with robotics.

The Android *OREO* partnership will entail a variety of global initiatives designed to create innovative, playful experiences for both *OREO* and Android fans, enabling *OREO* to continue to engage with its fans across the world in new ways. It builds on a successful collaboration on the *OREO* Dunk Challenge campaign earlier this year, which led to the creation of a mobile site allowing users to virtually dunk an *OREO* cookie.

Learn more about *OREO* by following @*OREO* on Facebook, Twitter, Tumblr and Instagram. For more fun facts on *OREO* biscuits, see [here](#).

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<sup>1</sup> Source: Euromonitor International Limited; Packaged Food 2017 edition, as per sweet and savoury biscuits definitions, retail value sales, rsp, 2016



### **About OREO**

*OREO* is the world's favorite biscuit, enjoyed by families and friends in more than 100 countries around the world. *OREO* is the best-selling biscuit of the 21st century with over \$2 billion in global annual revenues. The *OREO* biscuit TWIST LICK DUNK ritual has become the signature way to enjoy this iconic biscuit for many different cultures around the world. *OREO* has a Facebook community of more than 40 million *OREO* lovers around the globe, representing over 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](http://www.OREO.com) for more information.

### **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. Mondelēz 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 us on Twitter at [www.twitter.com/MDLZ](http://www.twitter.com/MDLZ).