

2-2-2-2

SNICKERS® Super Bowl Ad

Mars Real Chocolate

Mars Chocolate North America continues to be committed to its industry-leading stance to use only 100 percent cocoa butter in its U.S. chocolate products and as a private family-owned company, Mars has the freedom to invest in the highest quality, real, authentic chocolate. Americans can be assured that Mars will not compromise the purity and authenticity of chocolate by diluting the chocolate with a cocoa butter substitute for cost-cutting reasons, no matter the “snackonomic” climate. Remember, if it’s Mars, its real chocolate. For more information, please visit realchocolate.com.

For more information about SNICKERS, or the new SNICKERS Super Bowl XLIV television commercial, visit www.snickers.com. To access the online press kit, please visit

http://www.wschicago.com/SNICKERS_sbAD_IPK/index.html

About Mars Chocolate North America:

Mars Chocolate North America is the North American chocolate operations of Mars, Incorporated. Mars, Incorporated is a private, family-owned company founded in 1911 and employing more than 65,000 associates at over 230 sites, including 135 factories, in 68 countries worldwide. Headquartered in McLean, Virginia, U.S.A., Mars, Incorporated is one of the world’s largest food companies, generating global revenues of more than \$30 billion annually and operating in six business segments: Chocolate, Petcare, Wrigley Gum and Confections, Food, Drinks, and Symbioscience. These segments produce some of the world’s leading brands: Chocolate – M&M’S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Petcare – PEDIGREE®, WHISKAS®, SHEBA®, CESAR® and ROYAL CANIN®; Wrigley – ORBIT®, EXTRA®, STARBURST®, DOUBLEMINT® and SKITTLES®; Food – UNCLE BEN’S®, DOLMIO®, EBLY®, MASTERFOODS® and SEEDS OF CHANGE®; Drinks – KLIX® and FLAVIA®; Symbioscience – WISDOM PANEL™ MX, SERAMIS®, and COCOAPRO™.

For more information, please visit www.mars.com.

###