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**LIMITED-EDITION INDIANA JONES M&M'S® BRAND CANDIES AND
SNICKERS® BARS WHIP INTO STORES FOR THE HIGHLY
ANTICIPATED RELEASE OF
INDIANA JONES™ AND THE KINGDOM OF THE CRYSTAL SKULL™**
Limited-Edition Products Showcase Brand's Summer Blockbuster Movie Sponsorship

HACKETTSTOWN, N.J. (April 23, 2008) --- Mars Snackfood US announced today the limited-edition release of M&M'S® Mint Crisp Chocolate Candies and SNICKERS ADVENTURE™ Bar in support of the upcoming movie release of *Indiana Jones and the Kingdom of the Crystal Skull*. Both limited-edition products are available nationwide now through June in food, drug, mass and convenience outlets.

Adding to the excitement, Mars Snackfood US will introduce an *Indiana Jones*-themed website, print and advertising spots, and even an *Indiana Jones* NASCAR® race car with M&M'S® Brand racing driver Kyle Busch.

“M&M'S® Chocolate Candies have always been a favorite movie-watching treat and aligning ourselves with one of the most-anticipated films in memory is a perfect match,” said Michele Kessler, vice president, marketing, Mars Snackfood US. “Our limited-edition M&M'S® Mint Crisp Chocolate Candies reflect the movie’s sense of adventure , as well as the tone, colors and imagery of one of the greatest movie series ever. We wanted to make sure everything we do to promote our exciting limited-edition line showcases the fun and excitement of *Indiana Jones and the Kingdom of the Crystal Skull*.”

Indiana Jones – M&M'S and SNICKERS

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About M&M'S® Mint Crisp Chocolate Candies and SNICKERS ADVENTURE™ Bar

The M&M'S® Mint Crisp Chocolate Candies include a refreshingly minty flavor with a crispy center surrounded by a colorful M&M'S® candy shell. The SNICKERS ADVENTURE™ Bar offers rich chocolate, creamy nougat, crunchy peanuts and a cliffhanger kick of exotic spice with a hint of sweet coconut flavor. The M&M'S® Mint Crisp Chocolate Candies are offered in singles (1.5 oz), king size (2.7 oz), medium (11.8 oz) and large bags (17.6 oz) and retail for \$.69, \$1.19, \$2.96 and \$4.39, respectively. The SNICKERS ADVENTURE™ Bar is offered in single size for \$.79. Additionally, the following ice cream products will be available in *Indiana Jones*-themed packaging for a limited time: M&M'S® Cookie Ice Cream Sandwiches, M&M'S® Ice Cream Cones and SNICKERS® Ice Cream Bars.

Driving Awareness for New Mint Crisps

Kyle Busch's #18 M&M'S® Brand Toyota Camry will sport a special *Indiana Jones*-themed paint scheme, and Busch will wear a matching fire suit during the Dodge Challenger 500 NASCAR Sprint Cup race in Darlington, South Carolina, on May 10. The special paint scheme features:

- Movie title decals on the hood, trunk and TV panel;
- An image of Indiana Jones with his iconic hat and whip on the left rear panel; and
- The M&M'S® Brand Red, Green and Yellow characters sporting various *Indiana Jones* themed outfits.

The M&M'S® Brand Racing team also plans to feature fun *Indiana Jones*-themed activities for fans attending the Darlington race, giving them a literal taste of the adventure.

Beware: The Tasty New Treat is Dangerously Delicious

The print advertising is an extension of the brand's "Inner M" equity campaign which encourages Americans to find their fun side and embrace their "Inner M." In the ad, the "Inner M" of Indiana Jones himself reveals his fun, adventurous side as he fends off feisty cobras, mimicking the famous "Well of the Souls" snake pit scene. The ad launched in the April 14 issues of *In Touch*, *Entertainment Weekly*, *People Weekly*, *Rolling Stone*, *Star*, *TV Guide*, *USA Weekend*, *US Weekly*, *Southern Living* and *Reader's Digest*.

- more -

Indiana Jones – M&M'S and SNICKERS
3-3-3-3

Red and Yellow M&M'S® Head Off on an Adventure

Complementing the print campaign, animated commercials feature Red and Yellow M&M'S® Brand characters in an *Indiana Jones*-inspired quest to retrieve the M&M'S® Mint Crisp Chocolate Candies from a den of slithering snakes. Red and Yellow swing from ropes down a deep cavern and find themselves face to face with the venomous monsters. The clip includes the original music and iconic visuals that pay tribute the *Indiana Jones* movies.

Adventure-hungry consumers can also visit mms.com to embark on quests of their own. There, fans can enjoy challenging games where they face precarious situations full of vines, quicksand, snakes, flaming doors and much more.

About M&M'S®

M&M'S® has been producing colourful chocolate fun for Americans since 1941. There are more than eight permanent varieties of M&M'S® Chocolate Candies, in addition to Seasonal Candies made for special occasions including Easter, Holiday, Halloween and Valentine's Day. Customers seem to be most passionate about the color found in each bag of M&M'S® Chocolate Candies. Existing product lines include: M&M'S® Milk Chocolate Candies, M&M'S® Dark Chocolate Candies, M&M'S® Peanut Chocolate Candies, M&M'S® Dark Chocolate Peanut Candies, M&M'S® Almond Chocolate Candies, M&M'S® Peanut Butter Chocolate Candies, M&M'S® Chocolate Mini Baking Bits, MY M&M'S® Milk Chocolate Candies and M&M'S® MINIS® Milk Chocolate Candies. Please visit mms.com

About Mars Snackfood US:

Mars Snackfood US is the United States snack operations of Mars North America. With more than \$7 billion in annual sales in the United States, Mars North America includes food, snack and pet care segments, which are a symbol of excellence for quality brands. Headquartered in Mount Olive, N.J., Mars North America employs more than 12,000 associates in the United States, with 54 facilities nationwide. Mars Snackfood US, headquartered in Hackettstown, N.J., includes some of the world's favorite brands such as DOVE® Brand Chocolate, M&M'S® Brand, MILKY WAY® Brand, SKITTLES® Brand, SNICKERS® Brand, STARBURST® Brand, 3 MUSKETEERS® Brand, TWIX® Brand and more. Additional popular brands in the petcare and food segments for Mars North America include UNCLE BEN'S® Brand, PEDIGREE® Brand Food for Dogs, and WHISKAS® Brand Food for Cats. Please visit www.mars.com.

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