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Mars, Incorporated Assigns TWIX® Brand Global Agency Partner

McLean, VA (April 14, 2010) – Today Mars, Incorporated awarded the global TWIX® brand business to TBWA. As indicated last September 2009, Mars set in motion a plan to align its core global brands in major markets under a single creative agency. This is expected to advance global brand development and increase efficiency in application of strategy and creative across markets.

“We get outstanding support from all of our current agency partners, and we feel that aligning each core brand under a dedicated global agency will more effectively build global communication platforms that yield best-in-class strategy and creative work to build our iconic brands” said Bruce McColl, Global Chief Marketing Officer of Mars. “As a top ten global chocolate brand, TWIX® has obviously done well under current agency management, and with this consolidation, we are very optimistic about its future performance.”

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 \$28 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™, SERAMIS®, CIRKUHEALTH™ and COCOAPRO®.

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

Contact:

Please direct media inquiries to the Mars media line at 973-691-3536.