



Mars, Inc.: History of the Brands

About M&M'S®

M&M'S® Brand Milk Chocolate Candies were initially sold to the general public in 1941 and gained popularity from the American GIs serving in World War II. The delicious confection was packed in a tube and served with their food rations. M&M'S® Milk Chocolate Candies were sold in the military as a neat, convenient snack that traveled well in any climate.

By the late 1940s, M&M'S® Milk Chocolate Candies became widely available to the public and the reception was excellent. As America entered the 1950s, M&M'S® Milk Chocolate Candies became a household name, particularly with the growth of television. In 1954, M&M'S® Peanut Chocolate Candies were introduced and the sales of both varieties continued to grow. That same year the universally loved M&M'S® Brand Characters and the famous slogan, “The Milk Chocolate Melts in Your Mouth, Not in Your Hand®,” debuted in the brand’s initial TV advertising.

The popularity of M&M'S® Chocolate Candies continued throughout the 1960s and 1970s as the brand firmly established itself as an icon of American culture. Even with decades of phenomenal success behind it, Mars North America never forgot that quality and consumer satisfaction were paramount.

M&M'S® Chocolate Candies have continued to be a part of recent American history. In 1982, M&M'S® Chocolate Candies were the first candy chosen by space shuttle astronauts to be included in their food supply. M&M'S® Chocolate Candies are now on permanent display at the space food exhibit of the National Air & Space Museum in Washington, D.C. In 1984, M&M'S® Chocolate Candies supported international athletes as the Official Snack of the 1984 Olympic Games in Los Angeles.

The 1990s brought two new products to the M&M'S® Chocolate Candies family. In 1990, the company began selling M&M'S® Peanut Butter Candies. M&M'S® Almond Chocolate Candies, first introduced as a seasonal product in 1988, went national in 1992.

For many years, M&M'S® Chocolate Candies have offered a variety of vivid seasonal blends to highlight the holidays, including Christmas, Valentine’s Day, Easter and Halloween.

In 1995, consumers across the country became a part of M&M'S® Chocolate Candies history by voting the addition of a new color to the mix. Americans chose between pink, purple, blue or no change. An astounding 10,234,142 votes later, the color blue won by a landslide and appeared in packages everywhere in September of that year. The year 1996 will be remembered as the year M&M'S® lovers began to customize their color combinations with 21 colors in special dispensers located in selected specialty stores across the country. In 2005, MY M&M'S® launched as a personalized printing option online at mymms.com, providing consumers the opportunity to print custom messages on a selection of 22 different colored M&M'S® to celebrate everyday occasions.

The historic moment in 1997 was the debut of Ms. Green, the first female M&M'S® Character. Ms. Green has starred in a number of commercials with the popular Emmy Award-winning comedian Dennis Miller. A multi-faceted motivational speaker and author, Green was on tour promoting her autobiography, *I Melt For No One*, and has quickly achieved the celebrity status of her male live-action colleagues – Red, Yellow and Blue M&M'S® Characters.

In 1998, the M&M'S® Brand Spokescandies declared themselves the “Official Candy of the New Millennium™.” Since MM means 2000 in Roman Numerals, M&M'S® Chocolate Candies was the only candy brand that could make that connection, leveraging the Millennium fever for all it was worth.

Another major milestone for the M&M'S® Brand occurred in early January 1999 with the national introduction of M&M'S® Crispy Chocolate Candies, a crispy rice center surrounded by milk chocolate and covered with a chocolate candy shell. At the same time, the M&M'S® Crispy Character made his debut for the 1999 Super Bowl. Crispy, the neurotic, orange Character, starred in seven different television spots featuring famous celebrities Halle Berry, Diedrich Bader and Patrick Warburton.

In June of 2000, Red, the famous M&M'S® Spokescandy, had a celebration of his own. After years of trying, Red finally convinced the company he didn't want to be called "Plain," anymore. As a result, the No. 1 candy brand in the world is now known as M&M'S® Milk Chocolate. M&M'S® Milk Chocolate Candies, its tagline now said, have the "Same Great Taste, Much Better Name."

In 2002, M&M'S® asked the world, "What color would you choose?" in the first-ever GLOBAL COLOR VOTE™. The GLOBAL COLOR VOTE™ marked the largest promotion ever in the 61-year history of M&M'S®. Voters in more than 200 countries voted on which color – pink, purple or aqua – would join the famous M&M'S® mix. Voters hailed from all ends of the Earth. Approximately 10 million votes were cast and purple was crowned the winning color.

In 2004, the M&M'S® Brand experienced a color disruption where all M&M'S® turned black and white. The company launched the Great Color Quest contest, which led consumers to collect black and white M&M'S® bags. Six bags featuring all the colors were scattered across the country waiting to be found. Eventually the colors returned with a larger signature "m" on each candy and a new blend of color for a brighter mix.

The year 2006 marked the permanent introduction of M&M'S® Dark. The brand declared "Dark Just Got Fun" by having the spokesperson Red appear in famous art masterpieces. Red first appeared playing hopscotch on Edvard Munch's famous existential masterpiece, "The Scream," which had been stolen from the Oslo Museum one year earlier in a highly publicized international art theft. The brand announced a reward of 2 million dark chocolate M&M'S® for the recovery. Just days after the announcement, the painting was found by Norwegian police, which begged the questions, "Was it the M&M'S®?"

In 2007, M&M'S® revealed "Lady Liberty's" fun side with a 50-foot statue in New York Harbor. The smiling statue kicked off a new campaign encouraging all Americans to find their Inner M&M (or fun side) inside of them at mms.com.

The M&M'S® Brand has represented superior quality and enjoyment to consumers since Mr. Frank C. Mars founded the brand in 1940. The appeal of M&M'S® Chocolate Candies is universal, crossing age, gender and national boundaries and bringing colorful chocolate fun to everyone.

On Valentine's Day 2008, Ms. Green fanned the flames on decades of speculation that The Green Ones hold special aphrodisiac powers. The brand celebrated the myths, rumors and innuendo surrounding The Green Ones by displaying limited-edition all-green M&M'S® Chocolate Candies amidst the holiday's traditional sea of red and pink. Packages of the candies included the following disclaimer: "Consumption of The Green Ones® may result in elevated Romance Levels. If you experience this effect, contact your Significant Other immediately." An online campaign encouraged American fans to interact and show their support for Ms. Green in her quest to make green the new color of love.

Later in 2008, M&M'S® introduced a fun new way to experience premium chocolate through the introduction of M&M'S® Premiums – from the shimmering gem-like way the chocolate candy looked to the variety of exotic tastes, M&M'S® Premiums redefined the premium chocolate experience.

Today, there are more than nine permanent varieties of M&M'S® Chocolate Candies, and then Seasonal Candies made for special occasions including Easter, 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® Premiums, 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. For more information, visit mms.com

About SNICKERS®

The SNICKERS® Bar cost 5 cents when it was first introduced to the public in 1930. The SNICKERS® name came from a favorite horse of the Mars family. SNICKERS® Bar is made of peanut butter nougat topped with caramel and roasted peanuts and covered with milk chocolate. The peanuts are crisp-textured special grade, which have great flavor and stay fresh. From 1933 to 1935, SNICKERS® Bar was a two-piece bar and was called "Double SNICKERS." In 1936, the bar returned to a single format. During the next 50 years, the SNICKERS® Bar evolved into various sizes. In 1953, handy Snickers six-packs were created for in-home consumption. In 1979, "Fun-Size" SNICKERS® Bars hit candy shelves nationwide. In 1990, the introduction of bite-size SNICKERS® "Miniatures" proved satisfying to even the slightest of appetites.

In 1984, SNICKERS® Bar became the Official Snack Food sponsor of the Olympics in Los Angeles. SNICKERS® Brand launched its first ice cream product, the SNICKERS® Ice Cream Cone, during National Ice Cream Month in July 1994. The SNICKERS® Ice Cream Bar was introduced two years later in 1996.

SNICKERS® Bar is currently the number-one-selling candy bar in the United States and is consistently named as the "Favorite Candy Brand" across all age groups in the U.S. SNICKERS® is sold in more than 70 countries around the world. For more information, please visit www.snickers.com

History of Doublemint® (as a brand)

In 1914, Doublemint® was introduced as the third Wrigley chewing gum brand, joining Wrigley's Spearmint® and Juicy Fruit® in the great-tasting portfolio. The gum was called Doublemint® because of the unique, double-distillation process of the mint that gave the new flavor its great minty taste.

Doublemint® really caught chewers' attention in 1939, when the brand introduced the legendary Doublemint® Twins as part of its now-iconic advertising. The campaign has since become one of the most successful and longest-lasting advertising campaigns ever created and is truly a part of American pop culture. In the early days of the campaign, one Wrigley-sponsored radio program featured double piano players, double violinists and double-talking comedians.

The Doublemint® Twins rose to further acclaim in the late 1930s when then-Wrigley art director Otis Shepard used distinctive airbrush techniques and simple, clear designs in outdoor advertisements. These pieces are widely recognized as pioneering work and often appear in the commercial art field.

In 2008, Doublemint® became one of several Wrigley brands available in the innovative and sleek Slim Pack™ envelope. Two years in the making, the Slim Pack™ is a 15-stick envelope offering a more durable and portable package that fits perfectly fit in a purse or back pocket, making it a great compliment for consumers-on-the-go lifestyles.

One thing that hasn't changed since Doublemint™ debuted in 1914 is the chewing gum's unique, refreshing, minty flavor and taste that can't be found anywhere else. Since its introduction, Doublemint™ has become one of the world's best-selling chewing gums, enjoyed by generations of consumers in 59 countries worldwide.