

****UNDER EMBARGO UNTIL WEDNESDAY APRIL 30, 2014 - 9am (PDT)/12pm (EDT)/5pm (BST)****

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MARS MOVES TOWARDS CARBON NEUTRAL OPERATIONS WITH MASSIVE WIND FARM THAT WILL PROVIDE ELECTRICITY FROM RENEWABLE SOURCES EQUAL TO ITS ENTIRE U.S. OPERATIONS

By partnering with Sumitomo Corporation of Americas and BNB on a new 118-turbine wind farm, it marks the biggest long-term commitment to renewable energy use of any food manufacturing business in the United States

MCLEAN, VA (April 30, 2014) --- Mars, Incorporated, in partnership with Sumitomo Corporation of Americas, announced an agreement today on a new 200MW wind farm that will generate 100% of the electricity needs of Mars' U.S. operations, which is comprised of 70 sites, including 37 factories and 25,000 Associates. 'Mesquite Creek Wind,' a 118-turbine wind farm was jointly developed by Sumitomo and BNB Renewable Energy and is based near Lamesa, Texas with a footprint of 25,000 acres. With an annual output of over 800,000 megawatt-hours, the energy created from the wind farm will represent 24% of Mars' total global factory and office carbon footprint - equivalent to the electricity required to power 61,000 U.S. households. The wind farm represents the biggest long-term commitment to renewable energy use of any food manufacturing business in the United States.

The wind farm is one of the ways Mars is achieving its goal to make its operations '[Sustainable in a Generation](#)' by eliminating greenhouse gas emissions by 2040. In the shorter term, Mars has committed to reduce fossil fuel energy and greenhouse gas emissions by 25% by 2015, using 2007 as its baseline year. The Mesquite Creek wind farm will enable Mars to meet this 2015 goal.

BNB, the originating developer of the wind farm, began discussions with Mars and brought Sumitomo Corporation in to the joint venture. Sumitomo Corporation and Mars, Incorporated have reached contractual arrangements that allow Mars to receive all the renewable energy certificates from Mesquite Creek, offsetting the energy use for Mars' entire US facilities.

Barry Parkin, chief sustainability officer at Mars, Incorporated, commented, “We are committed to doing our part to limit climate change. We are therefore delighted to be announcing this major renewable project that takes us a big step towards our goal of becoming carbon neutral in our operations. This is an innovative approach that makes great business and environmental sense.”

“We are pleased to be partnered with Mars to help them reduce their carbon footprint and allow their electricity to be carbon-neutral in the U.S. Mesquite Creek is a landmark project for Sumitomo and our sixth renewable energy investment in the U.S., further strengthening our commitment as a major developer and owner of renewable energy,” said William Cannon, Vice President, Sumitomo Corporation of Americas.

“By making this extraordinary commitment to buy renewable energy, Mars is sending a clear message that companies, private and public, have the power to lead the world on climate change. It’s good for the bottom line, it’s good for the environment, and projects like this leave a lasting legacy of values we hold dear. Thank you Mars and Sumitomo,” said Jonathan Butcher, Sr., a founder of BNB.

Development of Mesquite Creek began in 2008 on the 25,000 acre site, which is located in Borden and Dawson Counties, Texas, about eight miles from Lamesa. Blattner Energy Inc. is constructing the wind farm, and electricity will be generated via 118 1.7MW GE turbines. Turbine delivery is scheduled to begin at the end of the summer, with commercial operations expected to commence in the second quarter of 2015.

To learn more, visit <http://www.mars.com/carbon-neutral-by-2040>

About Mars, Incorporated

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars’ first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the objective of creating a “mutuality of benefits for all stakeholders” - this objective serves as the foundation of Mars, Incorporated today. Based in McLean, Virginia, Mars has net sales of more than \$33 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and more than 75,000 Associates worldwide that are putting its Principles into action to make a difference for people and the planet through its performance.

Mars brands include: Petcare - PEDIGREE®, ROYAL CANIN®, WHISKAS®, BANFIELD® Pet Hospital, CESAR®, SHEBA®, DREAMIES® and NUTRO®; Chocolate - M&M’S®, SNICKERS®, DOVE®, GALAXY®, MARS®, MILKY WAY® and TWIX®; Wrigley - DOUBLEMINT®, EXTRA®, ORBIT® and 5™ chewing gums, SKITTLES® and STARBURST® candies, and ALTOIDS® AND LIFESAVERS® mints. Food - UNCLE BEN’S®, DOLMIO®, EBLY®, MASTERFOODS®, SEEDS OF CHANGE® and ROYCO®; Drinks - ALTERRA COFFEE ROASTERS™, THE BRIGHT TEA COMPANY™, KLIX® and FLAVIA®; Symbioscience - COCOAVIA® and WISDOM PANEL®. For more information, please visit www.mars.com. Follow us: [facebook.com/mars](https://www.facebook.com/mars), [twitter.com/marsglobal](https://www.twitter.com/marsglobal), [youtube.com/mars](https://www.youtube.com/mars), [linkedin.com/company/mars](https://www.linkedin.com/company/mars)



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About Sumitomo Corporation of Americas

Established in 1952, and headquartered in New York City, Sumitomo Corporation of Americas (SCOA) has 10 offices in major U.S. cities. SCOA is the largest subsidiary of Sumitomo Corporation, one of the world's leading traders of goods and services. As an integrated business enterprise, the firm has emerged as a major organizer of multinational projects, an expeditor of ideas, an important international investor and financier, and a powerful force for distribution of products and global communications through a network of offices worldwide. For more information visit www.sumitomocorp.com.

About Sumitomo

Sumitomo Corporation is a leading global trading company, with 115 locations in 66 countries and 24 locations in Japan. The entire Sumitomo Corporation Group consists of nearly 800 companies and more than 70,000 personnel. The SC business is continuously expanding into a diverse range of products and services. Its core business units are Metal Products; Transportation & Construction Systems; Environment & Infrastructure; Media, Network, Lifestyle Related Goods & Services; and Mineral Resources, Energy, Chemical & Electronics.

About BNB Renewable Energy Holdings

BNB Renewable Energy Holdings, with offices in New York City, Boston, Austin, Texas, and Exton Pa, is a developer of both distributed-generation and utility-scale wind, solar, and biogas power plants and has developed and constructed nearly 500MW of renewable generation throughout the United States. BNB is actively developing more than 1GW of generation, including utility-scale wind and solar in Texas and Mexico and several inside-the-fence renewable projects for Campbell Soup, Pepperidge Farm, and other Fortune 500 companies. For more information, visit www.bnbrenewables.com.

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