



Get twisted ***Juicy Fruit gets a tastelift***

Sydney – 25 May 2004 – It's weird. It's mad. It's even more twisted than mixing up letters in a sentence that you can still read!

It's Wrigley's newest, coolest twist on Juicy Fruit. Strappleberry - a wild, weird taste sensation that combines unique fruit flavours into an awesome new twist.

Juicy Fruit Original has also had a tastelift to give even longer lasting taste from every pellet, without changing the awesome flavour so popular with the cool set.

That's not all - new Strappleberry and Original Juicy Fruit have a mad new look. And introducing a new resealable 'Go pack' - 25 pellets for people on the move, anywhere, anytime.

Get them from major grocery and convenience stores. The new 25 pellet Go Pack is just \$1.49, and the 10 pellet pack is still \$0.65.

Juicy Fruit Strappleberry – It's the weird combination of fruit flavours that makes new Strappleberry so twisted!

- Ends -

For more information or to arrange high-resolution pack shots, please contact:

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About The Wrigley Company

The Wrigley Company is the world's best-known manufacturer of chewing gum and was founded in 1891 by William Wrigley Jr. Four generations of Wrigley's have led the company, although it's been publicly traded since 1923. Wrigley's commitment to Australia began in 1915 with the establishment of a factory in Melbourne. Available in 140 countries, Wrigley brands in Australia include Extra, Extra White, Extra for Kids, PK, Juicy Fruit, Hubba Bubba, Freedent, Airwaves, Eclipse gum and Eclipse Flash Strips. Visit www.wrigley.com.au