



- **Extra**<sup>®</sup> Professional with dissolving microgranules for that just brushed clean feeling
- **Extra**<sup>®</sup> White with baking soda, clinically proven to help prevent stain accumulation
- **Extra**<sup>®</sup> Freedent, won't stick to dental work such as dentures or braces
- **Extra**<sup>®</sup> Drops, the perfect sugarfree snack for lolly lovers

Wrigley's **Extra**<sup>®</sup> brand is an official sponsor of Dental Awareness Month 2004 and proud sponsor since 2001 of the Australian Dental Association's Dental Awareness Month, demonstrating its commitment to and important role in good dental health.

**-Ends-**

**For more information or hi-res photography, 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](http://www.wrigley.com.au)*