



FOR IMMEDIATE RELEASE

Are You a Sour Puss or a Sweet Heart?

SYDNEY – 6 September 2004 – Hubba Bubba[®], Australia's number one bubble gum brand, is introducing two new taste explosions – the wickedly delicious Hubba Bubba[®] Bubble Tape[®] in Fairy Floss and the awesomely sour Hubba Bubba[®] chunk in Sour Double Berry.

Fairy Floss Bubble Tape[®] is a deliciously sweet chew that tastes just like the real thing. Sour Double Berry chunk packs a mouth-puckering punch with its sour berry flavour, blue colour and strikingly shiny metallic pack.

Get Fairy Floss Bubble Tape[®] now from Coles, Woolworths and other major grocery stores and convenience outlets. The wait will be worth it for Hubba Bubba[®] Sour Double Berry, available in January 2005.

These seriously sweet and sour taste sensations definitely add a new dimension to bubble gum flavours – handle with care!

The RRP of Fairy Floss Bubble Tape[®] is about \$2.00 and Sour Double Berry is about \$0.75.

- Ends -

For more information or for high resolution 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, Extra Professional, Extra Drops, Extra Freedent, PK, Juicy Fruit, Hubba Bubba, Airwaves, Eclipse gum and Eclipse Flash Strips. Visit www.wrigley.com.au