

Add an **Extra**[®] Drop of sweetness to your day

Sydney, 22 December 2003 – Times during the day when a sweet craving hits you? You want a lolly but you know they're not good for your teeth? Now there's a solution.

Brand new Wrigley's **Extra**[®] Drops are delicious sugarfree hard-boiled lollies that are actually good for your teeth, offering a sweet, healthy alternative to sugary confectionary.

Packaged in a handy flip top box, **Extra**[®] Drops come in three fabulous flavours – Lemon, Wild Mint and Wild Berry. Small enough to fit into a pocket or handbag, **Extra**[®] Drops are the perfect sweet treat to have anytime, anywhere.

Literally mouth-watering, exciting new **Extra**[®] Drops help stimulate saliva that neutralises plaque acids, helping to keep teeth healthy.

So, great news, there's no need to deny those sweet cravings anymore - finally, a sweet treat that satisfies, tastes great and is good for the teeth.

Extra[®] Drops are available in a handy flip top packet including 14 drops. **Extra**[®] Drops will be available in stores from March 2004 at a RRP of \$1.30.

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About Wrigley's

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.

For further information or a high resolution pack shot image, please contact:

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