



The **WRIGLEY** Company

For immediate release

An *Extra*[®] great smile is a fashion essential

Sydney, 20 February 2004 – We all take time out during the day or night to re-apply our make up and fragrance to ensure we look and smell our best. But furry teeth and a stale mouth can let us down.

A toothbrush in today's hipsters is impossible, so let Wrigley's new ***Extra*[®]** Professional sugarfree gum help solve the problem! Giving that "just brushed" clean feeling, this fantastic new gum contains the same dissolvable microgranules that are found in some toothpastes, along with a great minty taste.

A pack of ***Extra*[®]** Professional in your fabulously hip bag ensures you can get that clean teeth feeling wherever you are and whenever you need that confidence boost that a "just brushed clean feeling" can give.

Each ***Extra*[®]** Professional pack comes with 10 individual pellets in an hygienically sealed blister pack at a RRP of \$1.00. ***Extra*[®]** Professional Gum will be available in stores from March 2004.

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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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