



Media Release

Iconic P.K.[®] just keeps getting better!

Longer lasting taste and new look for one of Australia's favourite chewing gums

Sydney, 25 February 2004 – To help celebrate its 80th year in the Australian marketplace, iconic gum - P.K.[®] - has launched a new longer lasting flavour and contemporary new look that's set to re-invigorate the P.K.[®] brand.

Whilst still retaining the highly recognisable look and feel of the brand, the new P.K.[®] packaging has an updated modern design, a sturdy foil innerwrap, and a new improved formula which delivers even longer lasting flavour.

When the P.K.[®] brand last changed its image in 1997, Nielsen data for groceries reported a 14% increase in sales in Australia alone. These latest product improvements are set to reinforce P.K.[®]'s position as a firm favourite in the gum market

As one of Australia's most enduring brands, proven performer P.K.[®] is the 2nd largest gum brand and just keeps on getting better. P.K.[®] is available from selected major grocery stores and convenience outlets and retails for just \$0.65 for a 10 pellet pack.

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**For more information or to arrange a high-resolution pack shot, please contact: Mango Communications, Tracy Hicks, Ph: (02) 8260 2846
E-mail: thicks@mangocommunications.com.au**

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.