



**Doublemint® Gum Teams with NBA All-Star Dwight Howard to Raise Money for Prevent Child Abuse America
Launches “Double-Double” Challenge with Unique Consumer Promotion
To Tip-Off Second Season as the Official Chewing Gum of the NBA**

CHICAGO (November 19, 2008) –Wm. Wrigley Jr. Company, makers of Doublemint® gum, today announced it will partner with Dwight Howard of the Orlando Magic in the second annual “Doublemint Gum Double-Double Challenge”, a charitable program benefitting Prevent Child Abuse (PCA) America – a national non-profit organization and long-time NBA Cares community partner that concentrates on public policies and community-based programs focusing on child development and child abuse and neglect prevention.

The campaign, in partnership with NBA Cares – the National Basketball Association's social responsibility initiative – runs throughout the regular season to raise funds for PCA America via a \$250 donation each time Howard records a double-double, which occurs when a player accumulates a double-digit total in two statistical categories (points, rebounds, assists, steals and blocked shots), up to \$20,000. With a previous season double-double high of 69, Howard is the reigning National Basketball Association (NBA) leader for double-doubles.

“Doublemint is once again proud to support its ongoing commitment to PCA America through the Double-Double Challenge to help this wonderful organization as well as thousands of people around the country” said Paul Chibe, Wrigley’s Vice President Consumer Marketing – North American Gum. “We are delighted to partner with the double-double champion, Dwight Howard, and are looking forward to some ‘superhuman’ efforts both on and off the court this season.”

The “Doublemint Gum Double-Double Challenge” will then open to fan participation during Child Abuse Prevention Month in April. Fans will be invited to partner with Doublemint to make a donation, with all funds raised going to directly support the research, advocacy and outreach efforts of PCA America.

Wrigley will also run a unique consumer promotion, called the “Leaders of the Pack™,” that capitalizes on the popularity of fantasy sports. Between now and April 15, 2009, specially marked Slim Packs™ of Doublemint gum and the other Wrigley’s Brands – Big Red®, Juicy Fruit®, Winterfresh® and Wrigley’s Spearmint® -- will include an NBA player’s name. Fans that have Slim Packs with the name of the player who accumulates the most points, rebounds or assists at the end of the regular season will be entered into a drawing to win a V.I.P. trip to the NBA Finals or thousands of other prizes. More information and a complete list of rules can be found at www.nba.com/wrigley

About Prevent Child Abuse America

Prevent Child Abuse America, founded in Chicago in 1972, is the nation’s leading organization working solely to prevent the abuse and neglect of our nation’s children. Through its chapters in 47 states and leading direct service program, Healthy Families America®, in more than 400 communities nationwide, Prevent Child Abuse America helps provide healthy, stable and stimulating experiences for more than 100,000 families every year. For more information, please visit www.preventchildabuse.org.

About NBA Cares

NBA Cares is the league's social responsibility initiative that builds on the NBA's long tradition of addressing important social issues in the United States and around the world. Through this umbrella program, the NBA, its teams and players have donated more than \$90 million to charity, provided more than 750,000 hours of hands-on service to communities around the world, and created more than 340 places where kids and families can live, learn or play. NBA Cares works with internationally recognized youth-serving programs that support education, youth and family development, and health-related causes, including: KaBOOM!, Special Olympics, Boys and Girls Clubs of America, UNICEF, the Make-A-Wish Foundation, and the Global Business Coalition on HIV/AIDS, Malaria and Tuberculosis.

About Wrigley

Wm. Wrigley Jr. Company is a recognized leader in confections with a wide range of product offerings including gum, mints, hard and chewy candies, lollipops, and chocolate. The company has operations in more than 40 countries and distributes its world-famous brands in more than 180 countries. Three of these brands – Wrigley’s Spearmint®, Juicy Fruit®, and Altoids® – have heritages stretching back more than a century. Other well-loved brands include Doublemint®, Life Savers®, Skittles®, Big Red®, Boomer®, Pim Pom®, Winterfresh®, Extra®, Starburst®, Freedent®, Hubba Bubba®, Orbit®, Excel®, Creme Savers®, Lucas®, Eclipse®, Airwaves®, Solano®, Sugus®, Locketts®, P.K.®, Cool Air® and 5®. Wrigley is headquartered in Chicago, IL., and operates as a subsidiary of Mars, Incorporated, based in McLean, VA. Mars is a \$27-billion, family-owned company that produces some of the world’s leading confectionery, food and petcare products and has growing beverage and health & nutrition businesses.

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