

Dwight Howard Answers the Doublemint® “Double-Double Challenge” for Prevent Child Abuse (PCA) America
NBA All-Star 2009 Event Recognizes League Leader in Double-Doubles; Presents PCA Arizona with \$10,000

PHOENIX, AZ (February 13, 2009) – The Wm. Wrigley Jr. Company, makers of Doublemint, the official chewing gum of the NBA, today celebrated the halfway point of the brand’s “Double-Double Challenge,” a program that awards \$250 to PCA America (up to \$20,000) for every double-double scored by NBA super star Dwight Howard during regular season play. Howard, the NBA All-Star leading vote-getter and current league leader in double-doubles, joined representatives from Doublemint and NBA Cares to present PCA Arizona with a check for \$10,000 to honor Howard’s mid-season total of 40 double-doubles.

The event, held prior to the opening of NBA All-Star Jam Session presented by adidas at the Phoenix Convention Center, allowed families affiliated with PCA Arizona to get a glimpse at Howard’s moves before he suited-up to defend his title in the Sprite Slam Dunk contest on Saturday. During the morning’s exclusive event, Howard worked out in a custom Doublemint cape, reminiscent of the super hero ensemble he wore during last year’s Sprite Slam Dunk event. Howard then surprised the PCA Arizona youth in attendance with mini-versions of the same gear before the caped crusaders took to the floor for a skills clinic with the Orlando Magic center.

“Now in its second consecutive season, the ‘Double-Double Challenge’ has created a great opportunity to raise funds and awareness for the important work done by PCA America to prevent the abuse and neglect of children around the country,” said John Kelly, Director of Wrigley U.S. Marketing. “Dwight is one of the most prolific players in the game and we couldn’t more pleased to have him a part of the Wrigley family.”

Doublemint introduced the “Double-Double Challenge” at last year’s All-Star game as a consumer-pledge program for every double-double recorded during the second half of the season. The effort raised more than \$50,000 for PCA America. This season, the Doublemint “Double-Double Challenge” has expanded to a season long effort with a donation focus on double doubles recorded by Howard who was last year’s league leader.

Fans will have an opportunity to contribute to the fundraiser in April during the PCA America’s National Child Abuse Prevention Month when they can make a personal pledge for each of Howard’s double-doubles at www.wrigleysdoubledouble.com.

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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