



Wrigley's™ and NBA Cares Announce Wrigley's "Double-Double Challenge" To Benefit Prevent Child Abuse America

*Fans Invited to Contribute By Making a Financial Pledge for Each Double-Double Recorded
Throughout the Remainder of the Regular Season*

NEW ORLEANS, LA (February 16, 2008) – The Wm. Wrigley Jr. Company (NYSE:WWY), the world's number one maker of chewing gum, announced that the Wrigley's™ brands – Doublemint®, Big Red®, Juicy Fruit®, Winterfresh® and Wrigley's Spearmint® – and NBA Cares, the National Basketball Association's social responsibility initiative, today launched a charitable program called the Wrigley's "Double-Double Challenge." The program will benefit Prevent Child Abuse (PCA) America, a national nonprofit advocate for public policies to diminish or eliminate risk factors for child abuse and neglect. The announcement was made at a press conference today at NBA All-Star Jam Session presented by adidas in New Orleans.

The campaign, which runs from February 19 - April 16, will raise funds for PCA America via a \$50 donation each time an NBA player 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 \$50,000. In addition, NBA fans can participate in the Wrigley's "Double-Double Challenge" by logging onto www.wrigleysdoubledouble.com and making a financial pledge for each double-double recorded in the remaining 451 NBA regular season games. With an average of 1.2 "double-doubles" recorded per game last season, there is a potential for approximately 541 Wrigley's Double-Doubles during the Challenge.

2008 NBA All-Star Brandon Roy joined Wrigley, NBA Cares and PCA America executives to unveil the program and tip-off the campaign with a \$10,000 donation to PCA Louisiana. The press conference concluded as Roy hosted a basketball clinic for New Orleans-area families who were invited to attempt free throws, three-pointers and slam dunks as part of the 8,000 square feet of interactive basketball themed activities at the NBA Jam Van presented by Wrigley's.

"Wrigley and the NBA have a long history of community service contributions so we're honored to launch the Wrigley's Double-Double Challenge during this weekend push to help revitalize family, educational and recreational programs in post-Katrina New Orleans," said Paul Chibe, Wrigley's Vice President Consumer Marketing – North American Gum. "Wrigley associates nationwide are energized by the company's participation in this All-Star effort and the opportunity we have to help this community and thousands around the country."

"The launch of the Wrigley's 'Double-Double Challenge' is a significant effort to help support PCA America and increase awareness for child abuse and neglect", said Kathy Behrens, Sr. Vice President of Community and Player Programs. "This \$10,000 donation to PCA Louisiana is just a starting point, and through the combined efforts of Wrigley's and NBA Cares we hope this program will raise more dollars and more awareness for the important work of PCA America."

"For more than 25 and 15 years respectively, Prevent Child Abuse America has enjoyed fruitful partnerships with Wrigley and the NBA," said PCA America President and CEO, Jim Hmurovich. "This campaign is the latest testament of both organizations' deep commitment to our mission of preventing the abuse and neglect of our nation's children and we are enormously grateful."

- more -

Funds raised through the Wrigley's "Double-Double Challenge" will support the research, advocacy and outreach efforts of Prevent Child Abuse America, the nation's leading organization dedicated solely to preventing the abuse and neglect of our nation's children.

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 committed to donating \$100 million to charity, providing a million hours of hands on service to the community and creating 250 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: UNICEF; the Make-A-Wish Foundation and the Global Business Coalition on HIV/AIDS, Malaria and Tuberculosis.

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 43 states and leading direct service program, Healthy Families America®, in more than 400 communities nationwide, Prevent Child Abuse America helps provide healthy, safe and nurturing experiences for more than 100,000 families every year. For more information, please visit www.preventchildabuse.org.

About Wrigley

The 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 global sales of nearly \$4.7 billion 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®, Big Red®, Boomer®, Pim Pom®, Winterfresh®, Extra®, Freedent®, Hubba Bubba®, Orbit®, Excel®, Creme Savers®, Eclipse®, Airwaves®, Solano®, Sugus®, P.K.®, Cool Air® and 5™.

FROM: WM. WRIGLEY JR. COMPANY

Jennifer Jackson-Luth
Manager, Marketing Communications
Phone: (312) 645-8876
Email: jennifer.jacksonluth@wrigley.com

NATIONAL BASKETBALL ASSOCIATION

Carmine N. Tiso
Senior Manager, Marketing Communications
Phone: (212) 407-8208
Email: ctiso@nba.com

Prevent Child Abuse America Matt Feldman

Director of Corporate Partnerships
Phone: (312) 334-6861
Email: mfeldman@preventchildabuse.org