

For immediate release

22 September 2008

AIRWAVES® BECOMES WORLD RALLY CHAMPIONSHIP SPONSOR

Airwaves® today (22nd September) announced that it has become the Official Chewing Gum Sponsor of the FIA World Rally Championship (WRC).

The FIA WRC is a top three global motorsport comprising 15 rallies in 15 countries, attended by eight million fans and a worldwide TV audience of 815 million.

Airwaves® is already a personal sponsor of British driver Matthew Wilson, who lines up alongside other international sports personalities in the 2008 'Airwaves® Pro' campaign, which inspires and empowers people to 'KICK UP A GEAR®', and encourages consumers to 'live their dream'.

Airwaves® will leverage its relationship with the Championship through a variety of unique, WRC rallying experiences which will provide the brand with an opportunity to integrate itself within the sport.

Toby Baker, Wrigley Marketing Director, said: "Airwaves® is delighted to become an Official Sponsor of the FIA World Rally Championship. We've already been involved this season via our relationship with Matthew and our new sponsorship agreement will provide more opportunities to convey our 'KICK UP A GEAR®' brand vision with the millions of fans who follow the FIA World Rally Championship worldwide.

"The sport is a superb fit for Airwaves®, as it epitomises adrenaline-fuelled and high octane motorsport, which is of a high interest to our consumers.

"As always we will integrate the sponsorship fully into our business, whether that be via internal communications, PR, media partnerships or sales opportunities, all with the aim of enabling people to 'live their dream'."

Simon Long, CEO of International Sportsworld Communicators, the exclusive media and commercial rights holder of the FIA World Rally Championship, added: "We are very excited to welcome Wrigley's Airwaves® to the World Rally Championship and to its family of sponsors and partners. Airwaves® is a brand which fits perfectly within the sport of Rallying and the partnership will help WRC continue to communicate with its fan base through the variety of exciting co-promotions with the Airwaves® brand."

The deal was negotiated by Generate Sponsorship, who will manage all sponsorship and PR activity for the partnership.

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About Wrigley's Airwaves®:

- Airwaves® is the second fastest selling chewing gum brand in the UK worth £33.7m ^[1]

About Airwaves® & Wrigley sponsorship:

- Airwaves® has been the title sponsor of the GSE Racing Ducati British Superbikes Team since 2005.
- Wrigley's Extra® announced its position as the Official Chewing Gum of the FA Premier League in February 2007.
- Wrigley's Extra® sponsors Channel 4's Hollyoaks programme.

About The Wrigley Company:

The Wrigley Company is the world's leading manufacturer of chewing and bubble gum and a major player in the confectionery industry worldwide. The Wrigley Company Limited in the UK is a wholly-owned associated company of the Wm Wrigley Jr. Company. The Wrigley Company Limited employs over 700 people in the UK with a manufacturing base in Plymouth, Devon. Wrigley brands sold in the UK include Wrigley's Spearmint®, Juicy Fruit®, Doublemint®, Extra® (chewing gum and mints) Hubba Bubba®, Orbit Complete®, and Airwaves®. www.wrigley.co.uk

About WRC

WRC is one of the most popular motorsports in the world. The annual FIA World Rally Championship takes place across five continents over 12 months of the year. Millions of fans attend WRC each year and over 800 million viewers watch the sport on TV. International sponsors and marketing partners include the Abu Dhabi Tourism Authority, Official Destination Partner; Easynet, Official Network and Hosting Company; Kärcher, Official Car Cleaning Supplier; Magneti Marelli, Official Telemetry Sponsor; Pirelli, Official Tyre to the FIA World Rally Championship and Sparco, Official Technical Apparel Supplier. For more information about the WRC, go to www.wrc.com.

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