

ENTER FOR A CHANCE TO WIN A YEAR'S SUPPLY OF GUM

COMPETITION RULES

Entry to the Competition implies acceptance of the following Rules.

1. The Competition is only open to delegates attending the 2008 FDI Annual World Dental Congress, which takes place on September 24th - 27th 2008 in Stockholm, Sweden.
2. Entrants must not be employed by Wm. Wrigley Jr. Company ("Wrigley"), its affiliates and subsidiaries or must not be related to their families, or persons directly involved in the administration of this Competition, including Wrigley's agencies The Good Agency and The Marketing Factory.
3. How to enter:
Please complete the questionnaire available at the Wrigley stand:
One random entrant will be chosen each day during the congress: September 24th - 26th 2008 at 4p.m.; September 27th 2008 at 2p.m. The Competition will run for a total of four days with a total of four winners. The winner will be determined by a random draw from the entrants received.
Only one entry per delegate is allowed.
4. Entrants in this Competition accept that Wrigley may name the winners of the prize in public. Only the first names and town of residence of the winners will be published.
5. The closing date for entries will be 27th September 2008 at 2p.m.
6. No purchase is necessary.
7. The winners will be notified by email within 28 days of the draw.
8. Wrigley cannot accept any responsibility for entries not received due to being lost, late, mutilated or illegible or for incomplete entries. Multiple or fraudulent entries will result in the participant being excluded from the Competition.
9. One winner will be selected each day in the Competition draw, who will receive a year's supply of Wrigley's sugarfree gum in a brand or brands and in flavour or flavours at Wrigley's discretion. This is equivalent to twelve packs per month. The approximate retail value is US\$110.00 (based on US\$0.76/pack x 12 packs a month = \$9.10 x 12 months/year = \$110). At Wrigley's discretion, the prize winners will receive the prizes either as twelve installments at monthly intervals or as one installment with twelve months' supply. The prize winners will not be allowed to claim the cash equivalent.
10. Entrants agree that Wrigley and its subsidiaries, or its subsidiaries' advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents will have no liability whatsoever, and will be held harmless by winners for any injuries, losses or costs or damage of any kind resulting in whole or in part, directly or indirectly from acceptance, possession, misuse or use of a prize or parts thereof, or from participation in this Competition. This excludes however such liability for which Wrigley is liable under any applicable laws of the country in which the entrant resides.
11. Wrigley reserves the right to modify these Rules and to suspend or terminate the Competition at any time and for any reason, without prior notice.
12. By entering this Competition, all entrants will be deemed to have accepted these Rules and any additional Rules otherwise communicated.
13. The draw will be administered by an independent third party and its decision will be final and legally binding. Final prizes are at Wrigley's sole discretion. Wrigley will not enter into correspondence on any matter regarding the Competition other than the winners.
14. This offer is open to residents in all countries where Wrigley products are sold and available and which permit this Competition on the terms set out in these Competition Rules. The applicable laws of the relevant country in which the entrant resides shall apply.
15. This Competition is sponsored by the Wm. Wrigley Jr. Company, 410 N. Michigan Ave., Chicago, IL 60611.