



FOR IMMEDIATE RELEASE

WRIGLEY ORAL HEALTHCARE PROGRAMS PARTNER WITH FDI WORLD DENTAL FEDERATION FOR SECOND CONSECUTIVE YEAR TO REVEAL WHAT MAKES DENTAL PROFESSIONALS SMILE

International photo contest offers participants chance to win a trip to premiere dental meeting

Ferney-Voltaire, FRANCE (16 March 2009) - Wrigley Oral Healthcare Programs (WOHP) and the FDI World Dental Federation have joined forces to host the second consecutive FDI & Wrigley Photographic Award offering dental professionals a chance to submit photos that capture “what makes them smile” via a dedicated web site, www.PhotoAward.org. For each entry received, professionals have a chance to win a trip to an upcoming FDI World Dental Congress, the world’s premium dental gathering, and WOHP will donate \$25 US, up to \$25,000 US total, to the FDI’s World Dental Development Fund (WDDF), which supports oral health education and projects worldwide.

This year’s contest, open from March 16 to July 8, 2009, will recognize six regional winners, one each from Africa, Asia Pacific & Oceania, Europe, Latin America, Middle East and North America, who will each receive a gift voucher for \$1,000 US to spend on the latest photographic equipment, a year’s subscription to the *International Dental Journal* and a year’s supply of Wrigley’s sugarfree gum*.

From the six regional winners, a grand prize winner will be awarded a VIP all expense-paid trip to their choice of either the 2009 FDI Annual World Dental Congress in Singapore (September 2-5, 2009) or the 2010 FDI Annual World Dental Congress in Brazil (September 2-5, 2010). The trip includes round trip airfare for one person to Singapore or Brazil, four nights in a four-star hotel, complimentary Congress registration and \$500 US spending money. In addition, the winner will have the choice to upgrade their ticket to business class or bring a companion to the Congress. Visit www.PhotoAward.org/Terms for full terms and conditions.

New in 2009, following the selection of regional winners, 50 names will be chosen at random from the remaining entries to receive a year’s supply of Wrigley’s sugarfree chewing gum.

“Oral healthcare professionals play a significant role in creating healthy smiles around the world and we are excited to give them the opportunity to share what makes them smile,” said Maureen Jones, Wrigley Oral Healthcare Program Manager. “The FDI & Wrigley Photographic Award is one example of the great initiatives these two organizations have worked on during their long partnership to help bring dentists and their patients’ easy tools for proper oral healthcare.”

Members of the dental profession and students who are registered at dental and/or hygiene schools over the age of 18 are invited to enter and upload up to five (5) digital photographs that make them smile. The photos do not need to be images from their dental practice but can include funny family or reflective photos that bring a smile or grin to their face.

"I want to thank our partners, Wrigley's, for again helping raise funds for promoting global oral health through this photographic award," said Dr David Alexander, FDI Executive Director. "Together we hope dental professionals will show their immense creativity by entering the competition, and at the same time demonstrate their concern for those who suffer low quality of life due to preventable oral diseases."

About Wrigley Oral Healthcare Programs

For more than 25 years, Wrigley Oral Healthcare Programs have supported independent, clinical research into the benefits of chewing gum including saliva stimulation, plaque inhibition and tooth strengthening to help oral care professionals and their patients understand the role of sugarfree gum as a convenient tool for everyday oral care. Today, Wrigley operates oral healthcare programs in 47 countries worldwide.

About the FDI World Dental Federation

The FDI World Dental Federation represents approximately 200 national dental associations and specialist groups. Our vision is leading the world to optimal oral health acknowledging general health does not exist without oral health. Our vision is brought to life through the global voice for oral health, and delivering excellence in oral health policy and promotion; continuing professional education; and access to care. For information on all our activities visit www.fdiworldental.org

About the FDI World Dental Development Fund

The World Dental Development Fund (WDDF), established in 1999, supports oral health projects worldwide and has a strong focus on education. 100% of donations made through FDI Friends go directly into the WDDF. For more information about the FDI's WDDF, please visit the FDI website at: http://www.fdiworldental.org/public_health/4_1fund.html

##

* A year's supply of gum is approximately 144 packs.

CONTACT: Maureen Jones
Maureen.Jones@Wrigley.com
+1 312 645-3993

Nicole Parkinson
Nicole@thegoodagency.co.uk
+ 44 020 3031 3608

Notes to editors

- 1) Wrigley Oral Healthcare Programs (WOHP) operates in 47 countries around the world. The program helps to promote better oral healthcare by investing in supportive campaigns for dental teams and the wider community.
- 2) The strengthening of relationships and collaboration between dentistry, dental science and commercial companies creates supportive environments for promoting oral care today, to help achieve better oral health in the future.
- 3) The FDI World Dental Federation recognizes that "chewing sugarfree gum, like Orbit® and Wrigley's Extra®, is proven to benefit dental health."
Orbit and Wrigley's Extra are registered trademarks of the Wm. Wrigley Jr. Company.