

If you purchased Wrigley Eclipse® Gum or Mints in Packaging with a “NATURAL GERM KILLING” message in the United States, you may be entitled to a cash refund from a class action settlement.

A Federal Court authorized this notice. This is not a solicitation from a lawyer.

This Notice advises you of a proposed class action settlement. The settlement resolves a lawsuit over whether Wm. Wrigley Jr. Company (“Wrigley”) falsely advertised the “germ kill” benefit for its Eclipse® gum and mints brand with Magnolia Bark Extract sold in the United States after June 1, 2008. You should read this entire Notice carefully because your legal rights are affected whether you act or not.

SUBMIT THE YELLOW CLAIM FORM	The only way to get a cash refund.
EXCLUDE YOURSELF	Get out of the lawsuit and the settlement. Get no cash refund.
OBJECT OR COMMENT	Write the Court about why you do, or do not, like the settlement.
DO NOTHING	You will get no cash refund. However, any leftover money will be donated to one or more charities.

Your rights and options - **and the deadlines to exercise them** - are explained in this notice.

Para una notificación en Español, llamar o visitar www.EclipseSettlement.com.

What is this Notice and why is it important?

The Court sent you this Notice because you have a right to know about a proposed settlement of a class action lawsuit, and about all of your options, before the Court decides whether to approve the settlement. If the Court approves it and after objections and appeals are resolved, an administrator appointed by the Court will make the payments that the settlement allows.

This Notice explains the Lawsuit, the settlement, your legal rights, what benefits are available, who is eligible for them, and how to get them.

A class action is a lawsuit in which one or more individuals sue an individual(s), company or other entity on behalf of all other people who are in a similar position. Collectively, these people are referred to as a “Class” or “Class Members.” In a class action, the court resolves certain legal issues, legal claims and defenses for all class members in one lawsuit, except for those who ask to be excluded from the class. (See below for more information about excluding yourself from the Class.)

What is this Lawsuit about?

The Lawsuit claimed that Wrigley falsely advertised the “germ kill” benefits of its Eclipse® gum and mints branded products with Magnolia Bark Extract in the United States as of June 1, 2008. Eclipse® gum and mints were sold with the “germ kill” message nationwide beginning in June 1, 2008. Wrigley stands by its advertising and denies it did anything wrong.

QUESTIONS? CALL 1 (866) 975-4788 OR VISIT WWW.ECLIPSESETTLEMENT.COM

DO NOT CALL WRIGLEY OR THE COURT.

Do Not Forget To Return The Yellow Claim Form

Why is there a settlement?

The Court did not decide who was right. Instead, both sides agreed to a settlement. By agreeing to a settlement, the Parties avoid the costs and risk of a trial and the Class will get compensation. The Class Representative and her attorneys believe that the settlement is in the best interests of the Class Members.

How do I know if I am in the Settlement Class?

To receive money from this settlement, you first have to determine if you are a Class Member. Class Members are those persons who purchased Eclipse® gum or mints in packaging with a “NATURAL GERM KILLING” message in the United States after June 1, 2008 up until the date this Notice was published. Excluded from the Class are Wrigley’s officers, directors and employees, those who purchased the Products for the purpose of resale.

What cash payments does the settlement provide?

If you do not make a claim, then any money that is left over will be donated to one or more charities. Class Members may seek reimbursement of up to \$10 of the price of the gum and mints purchased. To receive payment, Claim Forms **MUST** be completed and either be submitted online (www.EclipseSettlement.com) or postmarked by January 24, 2011.

To receive reimbursement for purchases of up to \$5, complete and return the Claim Form. To obtain more than \$5, you **MUST** also sign the Claim Form.

The actual amount a Class Member receives will depend on the amount of money available from the Settlement Fund described below and the number of claims made. If the total of valid claims is less than the amount of money available to pay them, then Class Members submitting valid claims will receive the full amount of the recovery they sought, up to \$10. All money that is left over will be donated to one or more charities. If the total of valid claims exceeds the amount of money available to pay them, then each award will be reduced pro rata.

You may request a Claim Form online or by calling 1 (866) 975-4788.

The Settlement Fund

Wrigley has agreed to create a fund for the settlement of up to \$7 million. This fund will be used to pay valid claims submitted by Class Members, the costs to notify the Class about this Lawsuit and the settlement, the costs to administer the settlement, class representative incentive awards, and payment of the attorneys representing the Class and related litigation expenses. If the total amount of valid claims submitted exceeds \$6 million less the costs, awards and fees set forth above, Wrigley will supplement the fund by an amount necessary to pay all eligible claims, up to an additional \$1 million.

When will I get my cash payment?

Cash payments will be made if the Court gives its final approval to the proposed settlement and after the final approval is no longer subject to appeal.

A Settlement Hearing is scheduled for November 5, 2010. If the Court approves the settlement and there are no appeals, the cash will be distributed approximately 130 days after the Settlement Hearing. If the Court does not approve the settlement, or if the settlement is overturned on appeal, no cash payments will be made.

How will Wrigley revise the Product’s marketing and labeling?

Under the settlement, Wrigley agreed to make certain changes to the Product’s marketing and labeling. Details are described in the Settlement Agreement, which is available at www.EclipseSettlement.com.

Who represents my interests in the settlement?

The Court has appointed the Plaintiff who brought the Lawsuit as the class representative. Class Counsel are the lawyers for the Class. The class representative and Class Counsel will act as your representatives for this settlement if you do not exclude yourself from the Class.

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The Court has appointed several law firms to represent you, including:

Timothy G. Blood
Blood Hurst & O'Reardon LLP
600 B Street, Suite 1550
San Diego, CA 92101
Telephone: 619/338-1100
Website: www.bholaw.com

Jonathan M. Stein
Robbins Geller Rudman & Dowd LLP
120 East Palmetto Park Road, Suite 500
Boca Raton, FL 33432
Telephone: 561/750-3000

Adam Balkan
Balkan & Patterson LLP
601 S. Federal Highway, Suite 302
Boca Raton, FL 33432
Telephone: 561/750-9191

Do I have to pay money to participate in the Class?

No. You will not be responsible for any cost or attorneys' fees incurred in this Lawsuit. If the Court approves the proposed settlement, Class Counsel will request that the Court award attorneys' fees in an amount not to exceed \$2 million, plus reasonable expenses.

The Plaintiff will also ask the Court for an incentive award of \$10,000, for her costs, time and effort acting as the Plaintiff and for her willingness to bring this litigation and act on behalf of other consumers.

Can I exclude myself from the settlement?

You have the right not to be part of the Lawsuit by excluding yourself or "opting out" of the Class. If you wish to exclude yourself, you must send a letter or postcard, postmarked no later than October 4, 2010 to Wrigley Class Action Settlement Administrator, c/o The Garden City Group, Inc., P.O. Box 9485, Dublin, OH 43017-4585. Your letter must request exclusion from the Class and must be signed by you. You must include your full name, address, and telephone number. If you do not include the required information or submit your request for exclusion on time, you will remain a Class Member and be bound by the settlement and Final Judgment and Order. If you exclude yourself from the Class, you give up your right to receive any money from the settlement, and you will not be bound by the settlement or Final Judgment and Order, and you will not be barred from pursuing any individual claim you may otherwise have relating to the subject matter of the Lawsuit.

I wish to object to the settlement. What do I do?

If there is something about the settlement that you do not like, you may file an objection with the Court. You will still be in the settlement, remain a Class Member, and will receive benefits if the settlement is approved and you timely submit your Claim Form. ***Even if you object, you should return the yellow Claim Form to receive a cash payment.***

If you want to object, you must submit your objection in writing to the Court. Your objection must include:

- (1) Your name, address, and telephone number;
- (2) Your signature;
- (3) The reasons why you object;
- (4) The case name and number of this lawsuit, which is *Smith v. Wrigley*, Case No. 09-60646; and
- (5) If you are represented by a lawyer, the name, address and telephone number of that lawyer.

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You must file your written objection with the Court no later than October 4, 2010, at Clerk of the Court, United States District Court Southern District of Florida – Ft. Lauderdale Division, 299 East Broward Boulevard Room 108, Fort Lauderdale, FL 33301. You **must** also send a copy of your objection to Class Counsel and Wrigley’s Counsel at:

Counsel for Plaintiff:

Timothy G. Blood
Thomas J. O’Reardon II
Blood Hurst & O’Reardon LLP
600 B Street, Suite 1550
San Diego, California 92101
Telephone: 619/338-1100

Jonathan M. Stein
Cullin A. O’Brien
Robbins Geller Rudman & Dowd LLP
120 East Palmetto Park Road, Suite 500
Boca Raton, FL 33432
Telephone: 561/750-3000

Adam Balkan
John Patterson
Balkan & Patterson, LLP
601 S. Federal Highway, Suite 302
Boca Raton, FL 33432
Telephone: 561/750-9191

Counsel for Defendant:

Thomas G. Hentoff
Williams & Connolly LLP
725 Twelfth Street, N.W.
Washington, D.C. 20005
Telephone: 202/434-5000

All objections must be received by the attorneys for the parties and by the Court by October 4, 2010, or your objection will not be considered.

When and where will the Court decide whether to approve the settlement?

The Court has scheduled a Settlement Hearing at 9:00 a.m. on November 5, 2010, in the United States District Court Southern District of Florida – Miami Division, 299 East Broward Boulevard, Room 203, Fort Lauderdale, Florida 33301 in the Hon. Judge James I. Cohn’s Courtroom. At this hearing, the Court will consider whether the settlement is fair, reasonable, and adequate. If there are objections, the Court will consider them. The Court may also decide how much to pay the attorneys for the Class. After the hearing, the Court will decide whether to grant final approval of the settlement. We do not know how long these decisions will take.

Where do I get more information?

Complete copies of the pleadings and other documents filed in this Litigation may be examined and copied during regular office hours at the Clerk of the Court, United States District Court Southern District of Florida – Ft. Lauderdale Division, 299 East Broward Boulevard Room 108, Fort Lauderdale, FL 33301.

The Settlement Agreement, Claim Form and other information are also available at www.EclipseSettlement.com.

If you have any questions concerning any matter raised in this Notice, please visit www.EclipseSettlement.com.

**PLEASE DO NOT CALL OR WRITE WRIGLEY OR THE COURT FOR
ADDITIONAL INFORMATION OR ADVICE.**

DATED: September 3, 2010

THE HON. JAMES I. COHN
UNITED STATES DISTRICT JUDGE

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