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PRESS RELEASE

5® Gum Stimulates Your Senses® With 3rd Annual 'Vive tu Música' Music Battle

Contestants to participate within the new 'Vive tu Música' reality TV show on LATV

CHICAGO (March 22, 2011) – 5 gum is inviting talented bands from across the nation to participate in the 3rd annual Vive tu Música with 5™ ultimate concert. This year the online talent-search competition for unsigned rock and pop-star hopefuls has a new twist! New to 2011, selected bands will compete for a place in the finale concert within the new Vive tu Música with 5 reality TV show. Ten bands will be voted to appear on the reality show to showcase their talent while taking part in a series of musical challenges.

Musicians and bands can now upload their video/audio demos on vivetumusica5.com through April 4. Between April 7 – May 1, fans can cast their votes online to help choose the top 10 bands to move onto the reality TV show. Through a series of challenges, five finalist bands will proceed to perform with the popular Mexican band Belanova and before a panel of industry and celebrity judges in a LIVE concert on August 11 at the Club Nokia in Los Angeles. LATV, the nation's first bilingual music/entertainment network, will air the concert within the new Vive tu Música with 5 reality TV show that is scheduled to launch on July 10. As part of the grand prize, the winning band will perform at the LATV En Concierto, receive a private professional photo shoot, an opportunity to showcase their music before an industry panelist with production cost covered and will also win a gift card for new music equipment.

“For 5 gum, music is the ultimate way to stimulate the senses and Vive tu Música with 5 offers the ultimate music battle to help find the best unsigned talent in the Latin rock & pop genre,” said Juan Carlos Dávila, Wrigley’s U.S. Multicultural Marketing Director. “This year the program moves into a new dimension by adding the Vive tu Música with 5 reality TV show competition to find our five finalists. We are excited to provide the opportunity for aspiring musicians to receive national exposure and perform in front of key industry influencers and thousands of fans.”

Fans who vote for their favorite musicians on vivetumusica5.com will have multiple opportunities to win thousands of different prizes including an iPad®, iPod touch®, gift cards and game consoles among others. Fan voters will also be entered into an exclusive sweepstakes for a trip for two to attend the Grand Finale in Los Angeles and experience an unforgettable concert with Belanova and the five finalists!

Visit vivetumusica5.com to enter and vote for a chance to win!

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 operations in more than 40 countries 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®, Skittles®, Big Red®, Boomer™, PimPom™, Winterfresh®, Extra®, Starburst®, Freedent®, Hubba Bubba®, Orbit®, Excel®, Creme Savers®, Eclipse®, Airwaves™, Solano™, Sugus™, Lockets™, P.K.™, Cool Air™ and 5®. Wrigley is headquartered in Chicago, Illinois and operates as a subsidiary of Mars, Incorporated, based in McLean, Virginia. Mars is a \$30-billion, family-owned company that produces some of the world’s leading confectionery, food and petcare products and has growing beverage and health & nutrition businesses.

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