

**RANKING OF WRIGLEY'S GUM SALES THROUGH INDEPENDENT CHANNELS - ANNUAL**

RANK	PRODUCT SALES RANKING (by value)
	PRODUCT
1	EXTRA PEPPERMINT OTC PELLETS (10's)
2	EXTRA SPEARMINT OTC PELLETS (10's)
3	EXTRA COOL BREEZE OTC PELLETS (10's)
4	AIRWAVES MENTHOL & EUCALYPTUS OTC PELLETS (10's)
5	EXTRA ICE BREEZE OTC PELLETS (10's)
6	EXTRA PEPPERMINT HANDY BOX PELLETS (25's)
7	HUBBA BUBBA STRAWBERRY TAPE DISPENSER
8	AIRWAVES BLACK MINT OTC PELLETS (10's)
9	AIRWAVES CHERRY MENTHOL OTC PELLETS (10's)
10	EXTRA SPEARMINT HANDY BOX PELLETS (25's)
11	ORBIT COMPLETE SPEARMINT ENVELOPE TABS (14'S)
12	JUICIT FRUIT OTC STICK (10'S)
13	AIRWAVES GREEN MINT OTC PELLETS (10's)
14	ORBIT COMPLETE PEPPERMINT ENVELOPE TABS (14'S)
15	EXTRA COOL BREEZE HANDY BOX PELLETS (25's)
16	DOUBLEMINT OTC STICK (10'S)
17	ORBIT COMPLETE STRONGMINT ENVELOPE TABS (14'S)
18	WRIGLEYS SPEARMINT OTC STICKS (10'S)
19	TRIDENT SOFT TROPICAL TWIST ENVELOPE TABS (14'S)
20	ORBIT COMPLETE STRAWBERRY ENVELOPE TABS (14'S)

RANK	BRAND SALES RANKING (by value)		
	BRAND	SALES VALUE	% OF GUM SALES
1	EXTRA	28,115,930	45.0%
2	AIRWAVES	9,738,847	15.6%
3	ORBIT COMPLETE	4,783,167	7.7%
4	TASTE BRANDS	4,619,328	7.4%
5	EXTRA ICE	4,306,282	6.9%
6	HUBBA BUBBA	2,667,971	4.3%
7	FIVE	1,084,546	1.7%
8	EXTRA FUSION	979,257	1.6%
	OTHERS	6,148,482	9.8%

Source: ACNielsen, Independents MAT w/e 07.11.09