

March 23, 2009

To our valued customers:

As a follow up to our HOLD communication on Stride Uber Bubble and Trident Strawberry gum, I am writing to advise you that after further analysis, we have identified a taste issue with these items. We appreciate your cooperation and have developed plans to address this issue, making it as easy as possible for you.

These items do not meet our usual high quality standards for taste, so we are electing to withdraw these products to avoid consumer dissatisfaction with our brands. We are very confident that the product shipped to you has no health or safety issues whatsoever. This issue is limited to the following SKUs:

<u>SKU #</u>	<u>Description</u>
6752000	Trident Strawberry Singles
6752200	Trident Strawberry Multi-packs
6817000	Stride Uber Bubble Singles
6817200	Stride Uber Bubble Multi-packs

No other products are affected.

If you have more than a full pallet of the above production codes in your warehouse please contact your customer service representative and they will provide a return authorization number and arrange for pick-up.

If you have loose cases at your warehouse or at your retail outlets, please follow your current reclamation process.

Producing high quality products is a top priority for us; therefore, we have been conducting an investigation into the root cause to ensure this doesn't happen again. We appreciate your cooperation as we aim to protect the high quality associated with the Stride and Trident brands and continue to earn our consumers' loyalty.

Please contact your customer service representative or your sales contact to ensure appropriate orders are placed for replacement stock.

Sincerely,

Craig Simon
Vice President, Customer Business Development