

March 17, 2004

## **Insight World Group Chosen By Wrigley Company For Gum Program Support**

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Wrigley Company, a recognized leader in the confectionery field and the world's largest manufacturer and marketer of gum with global sales of over \$3 billion, has selected Insight World Group, a subsidiary of InnerWorkings, to produce a variety of components used in their gum programs. Insight will create Bubble Cane, Santa's Coal, Neon Beach Lanyards and Neon Beach Tubs and Lids. Additional work may include challenging packaging opportunities for many of Wrigley's well-known brands.