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FOR IMMEDIATE RELEASE



Can you guess whose pearly whites these are?

**How much do you think they will be insured for by
Aquafresh White Trays through an exclusive Lloyd's of London policy?**

The beauty behind these pearly whites and the value of her smile will be revealed in

**South Street Seaport
Pier 17
New York City
on May 10**

Consumers will also learn how to enter a sweepstakes for an all-expense paid trip and the chance to meet the celebrity in Los Angeles, California.

Visit www.HowMuchIsThisSmileWorth.com after May 10 to join Aquafresh White Trays and our new celebrity friend in support of Smiles for Success, a non-profit organization that helps women going from welfare to the workforce who cannot afford dental care. Aquafresh White Trays will donate up to \$100,000 to this important women's cause based on sales of Aquafresh White Trays and registrants into the sweepstakes to meet the celebrity.

WHO:

One of today's hottest celebrities.

WHAT:

Guess whose pearly whites are worth insuring and how much the insurance policy will be. Also, find out how consumers can help raise money for Smiles for Success.

WHERE:

South Street Seaport, Pier 17
New York, NY

WHEN:

May 10, 2007
12:30 – 1:30 p.m.