

“Ugly Betty” Star America Ferrera’s Smile Worth \$10 Million

New Aquafresh® White Trays™ Insures Her Smile to Raise Money for *Smiles for Success*, a Program That Provides Free Dental Care for Women Transitioning from Welfare to Work

PITTSBURGH (May 10, 2007) – A picture is worth a thousand words, but did you know a smile is worth \$10 million? That’s the value of an exclusive insurance policy that Aquafresh® White Trays™ has secured for the smile of America Ferrera, star of the hit television show “Ugly Betty.”

The Lloyd’s of London policy was revealed in New York City today by Aquafresh White Trays, who divulged that Ferrera’s policy is one of the most valuable the prestigious insurer has ever granted for a body part. The announcement is part of a program to raise money for Smiles for Success, a nationwide organization that provides free dental care for women transitioning from welfare to work.

Women having job interviews for the first time with decayed, missing or damaged teeth are often self-conscious and embarrassed. They may try to hide their smiles, in addition to coping with oral pain, making it more difficult for them to put their best foot forward during their job search.

“I’m proud to partner with Aquafresh White Trays in its commitment to support Smiles for Success – which is a great organization that provides much needed dental care to women as they’re moving from welfare into the workforce,” said Ferrera, one of Hollywood’s fastest rising stars. “This donation from Aquafresh White Trays is a significant amount of money for this cause and will help the women they support to face the world with confidence – and that’s something to smile about.”

Help Needy Women Get Their Smiles Back

New Aquafresh White Trays is supporting Smiles for Success by donating \$1 for every box of product purchased between now and August 31, 2007. In addition, the brand will also donate \$1 for every person who enters the “Beauty That Fits” sweepstakes at www.HowMuchIsThisSmileWorth.com for a total combined donation of up to \$100,000. The

sweepstakes winner will join Ferrera at a Hollywood event. If the \$100,000 goal is reached, this will be the largest single donation ever received by Smiles for Success.

Smiles for Success works with more than 150 dental professional volunteers in over 30 states. The program covers the cost of basic dental care including cleanings, fillings and root extractions for women graduates of accredited job readiness and placement programs or other community-based agency programs, thus helping those who are helping themselves.

Body Parts Covered from Head to Toe

While Ferrera's \$10 million smile may be one of the most recent celebrity body parts to be insured, her pearly whites join an esteemed list of famous features protected by Lloyd's of London that have included Keith Richards' fingers, Marlene Dietrich's legs and Santa's beard. According to one history book, actress Bette Davis even once insured her waistline against expansion.

Flash A Million Dollar Smile

While most Americans will never discover that their smiles are worth millions, they can still achieve brighter, whiter teeth without spending a fortune. Designed by cosmetic dentists, new Aquafresh White Trays are soft, pre-filled flexible trays that provide visibly whiter teeth in as little as three days, with full results in just seven.

"New Aquafresh White Trays are more convenient and easier-to-use than the other at-home whitening products currently available," said Michele Klingensmith, senior brand manager for Aquafresh White Trays. "You use them for 30-45 minutes just once a day for a week. We've had many consumers tell us that they love them because they don't slip like strips or leave messy gel on their fingers."

In fact, the five year development of Aquafresh White Trays was born from research. For example, a 2005 Gallup study of Whitening Treatments showed that while consumers value a bright smile and believe it enhances their overall appearance, more than 60 percent who used existing whitening products like strips and paint-on gels were only moderately to not at all satisfied with the effectiveness of their current treatment.

Aquafresh White Trays, which contain the same whitening gel ingredient used by dentists, mold to your teeth providing more consistent tooth coverage. As a result, they whiten even in between teeth, working below the tooth's surface to remove stains brushing can't reach. The product is now

available at leading food, drug and mass merchandise stores nationwide and through online retailers. The average retail price is \$34.99. For more information, including a demonstration on how the product works and money-saving offers, visit www.AquafreshWhiteTrays.com.

About GlaxoSmithKline Consumer Healthcare

GlaxoSmithKline Consumer Healthcare is one of the world's largest over-the-counter consumer healthcare products companies. Its more than 30 well-known brands include the leading smoking cessation products, Nicorette® and NicoDerm®, as well as many medicine cabinet staples, Abreva®, Aquafresh®, Sensodyne® and Tums®, which are trademarks owned by and/or licensed to GlaxoSmithKline Group of Companies.

About GlaxoSmithKline

GlaxoSmithKline, one of the world's leading research-based pharmaceutical and consumer healthcare companies, is committed to improving the quality of human life by enabling people to do more, feel better and live longer.

About Smiles for Success

Smiles for Success was established in 1995 by members from the American Association of Women Dentists (AAWD). Smiles for Success offers cost-free dental care to women graduates of accredited job readiness and placement programs, or other community-based agencies, religious institutions or rehabilitative systems. While restoring oral health and a pretty smile, Smiles for Success gives participants a competitive edge in the job market by enhancing their appearance and assurance.

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