



Press Release

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Jenkki celebrates its 60th anniversary with music

Jenkki, the leading chewing gum brand in Finland, celebrates its 60th anniversary this year. The theme for the jubilee is music. Partnering with the TV show Idol, Jenkki challenges Finnish people to sing and record a new Jenkki song on the Jenkki Records website.

Jenkki has a unique musical history in television adverts and music creation for decades. The celebration of the brand's 60th anniversary largely revolves around this tradition. Jenkki's music and jingles have helped the brand win a place in consumers' hearts and shopping baskets for decades.

As part of its 60th anniversary, a new flavour, the 100 % xylitol chewing gum Jenkki Professional Soft Lemongrass, will be launched. The advert for the new flavour will also be the premiere of Jenkki's new song produced for the jubilee celebration. In the summer, the Jenkki product range will expand again with the launch of two new flavoured chewing gums. The adverts for those new products will feature a performance of the new Jenkki song by the winner of the Jenkki Records contest.

LEAF is a leading confectionary company with focus on candy, gum and pastilles. LEAF has a leading position in the Nordic countries, the Netherlands, Belgium and Italy. In total, LEAF products are sold in more than 50 countries worldwide. LEAF owns some of the strongest brands on the market, e.g. Läkerol, Jenkki, Malaco, Sportlife, Saila, Red Band, Venco, Sperlari, Mynthon and Ahlgrens Bilar, all of them with local heritage. In 2010, LEAF had sales of approximately €525m and 2,400 employees in 12 countries. The company has 11 factories in 7 countries. LEAF is owned by CVC Capital, Nordic Capital and Management. For more information, visit www.leaf.eu