



DENTYNE ICE COMES ON BOARD POPSTARS: BOY MEETS GIRL

FOR IMMEDIATE RELEASE

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Breathe Easy, Breathe Icy! **Lone Eagle Entertainment Ltd.** is pleased to announce that Adams Dentyne Ice has joined the team of **Popstars: Boy Meets Girl**.

"We are extremely pleased to be associated with Adams and we view Dentyne Ice as an ideal tie-in to the Boy Meets Girl direction of this year's Popstars," says Tom Powers, Vice President of Business Development at Lone Eagle Entertainment Ltd.

Popstars: Boy Meets Girl will be all about discovering a talented group of young men and women who together create phenomenal, exciting energy. This is a perfect fit for Dentyne Ice which is also all about bringing people together...with Dentyne Ice you can "*Breathe Easy. Breathe Icy!*" says Graham Kaufmann, Senior Brand Manager.

Popstars: Boy Meets Girl will air on the Global Television Network in March 2002. It will be a 13-episode, half-hour Canadian primetime series that follows the real-life creation of a girl/guy band. Be sure to tune in each week to witness the trials and tribulations of young Canadians as they compete for a spot in the country's first boy/girl pop supergroup.

Popstars: Boy Meets Girl is a hit television concept owned and produced by Lone Eagle Entertainment. Lone Eagle Entertainment is a Toronto-based production company that creates and produces highly rated, market-driven programming.

Dentyne Ice is the most popular gum among young Canadians. Dentyne Ice's cool flavour freshens your breath so you can get close with confidence. Produced by Adams, Division of Pfizer Canada. Dentyne Ice comes in 6 Icy Cool flavours.

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