



## TUMS<sup>®</sup> FACT SHEET

### About TUMS<sup>®</sup>

For more than 75 years, TUMS has been a fast, effective treatment for heartburn and acid indigestion, neutralizing stomach acid on contact. Today, TUMS is the #1 antacid in America, used by more people than any other brand to treat heartburn.

### Calcium Supplementation

TUMS is an excellent source of calcium. TUMS contains calcium carbonate, which is unsurpassed in absorption and delivers the highest concentration of elemental calcium versus other prevalent sources. TUMS has been clinically proven in many clinical studies and is the brand most recommended by OB-GYNs for their pregnant patients for extra calcium.

### TUMS and NASCAR

TUMS has been sampling at NASCAR races the past two years using a fleet of branded golf carts. In 2007, TUMS will significantly step up its presence at the track as an associate sponsor for the No. 40 and No. 41 Chip Ganassi Racing with Felix Sabates Dodges and many consumer-focused programs.

### TUMS History

TUMS was developed in 1928 in the basement laboratory of St. Louis Pharmacist Jim Howe, who formulated the tablets for his wife's indigestion. He kept some of the tablets in an old mason jar which the couple took with them on an ocean voyage. When Mrs. Howe and other passengers experienced stomach upset, the tablets became a hit. The Lewis Howe Co. introduced the antacid commercially in 1930 and in 1986 its fast, effective relief made TUMS the number one antacid brand in America. Today TUMS is still used by more people than any other brand to treat heartburn and is available in a variety of strengths and flavors.

### TUMS Varieties, Calcium Content and Flavors

TUMS Variety	Calcium Carbonate (per tablet)	Elemental Calcium (per tablet)	Available Flavors
Regular	500mg	200mg	Assorted Fruit and Peppermint
EX (Extra Strength)	750mg	300mg	Assorted Fruit, Assorted Tropical Fruit, Wintergreen, Assorted Berries
EX Sugar-Free	750mg	300mg	Orange Cream
Ultra (Maximum Strength)	1,000mg	400mg	Peppermint, Spearmint, Assorted Fruit, Tropical Assorted Fruit, Assorted Berries
Smoothies (Extra Strength)	750mg	300mg	Assorted Fruit, Peppermint, Assorted Tropical Fruit, Cocoa and Crème, Berry Fusion