#### WRIGLEY JULIE A

Form 4

March 04, 2008

## FORM 4

### UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB Number:

3235-0287

Expires:

January 31, 2005

0.5

Estimated average burden hours per

**OMB APPROVAL** 

response...

if no longer subject to Section 16. Form 4 or

Check this box

**SECURITIES** Form 5 obligations may continue.

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

value per share

(Print or Type Responses)

(Print or Type	Responses)									
1. Name and Address of Reporting Person * WRIGLEY JULIE A						5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)				
(Last)	(First) (Middle)	3. Date of Earliest Transaction				(Check an applicable)				
		(Month/Day/Year)				_X_ Director	10%	Owner		
312 WALN FLOOR	NUT STREET, 28TH	03/04/2008			i	Officer (give below)	titleOtho	er (specify		
	(Street)	4. If Amendment,	4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check			
		Filed(Month/Day/Y	d(Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person			
CINCINNATI, OH 45202 — Form filed by More than One Reporting Person										
(City)	(State) (Zip)	Table I - Nor	-Derivative	Secur	ities Acqu	ired, Disposed of	, or Beneficial	ly Owned		
1.Title of Security (Instr. 3)	any	on Date, if Transac Code /Day/Year) (Instr. 8	Transactiomr Disposed of (D)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Class A Common Shares, \$.01 par value per share	03/04/2008	S	10,000	,	\$ 41.907	0	D			
Class A Common Shares, \$.01 par	03/04/2008	S	10,000	D	\$ 42	44,144	I	Trust		

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Common Voting Shares, \$.01 par value per share

0 D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474 (9-02)

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		te	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Pr. Deriv Secu (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Option	\$ 39.005					05/09/2003	05/08/2012	Class A Common	10,000	
Phantom Stock	\$ 45.01					<u>(1)</u>	<u>(1)</u>	Class A Common	541.05 (1)	
Option	\$ 39.82					04/29/2004	04/28/2013	Class A Common	10,000	
Option	\$ 52.91					04/15/2005	04/14/2014	Class A Common	10,000	
Option	\$ 51.26					04/14/2006	04/13/2015	Class A Common	10,000	
Option	\$ 46.64					05/04/2007	05/03/2016	Class A Common	10,000	
Option	\$ 43.28					04/26/2008	04/25/2017	Class A Common	10,000	

## **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

WRIGLEY JULIE A
312 WALNUT STREET, 28TH FLOOR X
CINCINNATI, OH 45202

### **Signatures**

/s/ M. Denise Kuprionis, Attorney-in-fact for Julie A. Wrigley

03/04/2008

\*\*Signature of Reporting Person

Date

## **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Pursuant to the company's 1997 Deferred Compensation and Stock Plan for Directors, directors may defer fees into a phantom stock fund.

Under this plan, fees are converted quarterly into phantom shares at the fair market value of the company's Class A Common shares on the last trading day of each quarter. Upon retirement as a director, the balance may be paid in either shares or cash. The balance at 12/31/07 was 17,344.59 phantom shares.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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