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**KIDS TO MOMS: “RELAX! ACCIDENTS HAPPEN!”**

*-- all<sup>®</sup> launches “Oxi-Active” laundry detergent at the messiest birthday party ever --*

WILTON, CT (April 20, 2010) – Spring has nearly sprung – the perfect time for kids to head outdoors and play. Yet mud puddles, rain-soaked sandboxes and a barrage of birthday parties also make springtime the messiest time to play. What’s a parent to do?

Enter new all<sup>®</sup> Oxi-Active™ laundry detergent. Its 2-in-1 advanced cleaning power in a single detergent falls into two growing categories: oxi liquid detergents and high-efficiency liquid detergents. all<sup>®</sup> Oxi-Active™ has extraordinary stain-fighting power that cleans better than the leading oxi liquid detergent on tough stains like grass, wine, chocolate ice cream, and grape juice. It helps with handling all of life’s messes, leaving your family’s clothes incredibly clean with vibrant whites and bright colors.

all<sup>®</sup> Oxi-Active™ will be launched at—what else?—a birthday-themed media event on April 20 in New York City. all<sup>®</sup> has teamed up with parenting expert and author of “The Big Book of Parenting Solutions,” Dr. Michele Borba, to encourage parents to relax and let kids be kids - grass-stained pants, ice cream drizzled t-shirts and all.

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“By teaching kids that it’s okay to get messy sometimes and even encouraging it occasionally, we as parents show them that nobody is perfect, that accidents happen and most importantly, we teach them to be themselves,” said Borba. “Childhood is just too short to worry about getting dirty.

With new all® Oxi-Active™, many tough stains can be removed in one wash, but the memories that come with making them can last a lifetime.”

“We want to give *moms* the reassurance and confidence to enjoy all the messy moments their kids are already enjoying,” said Kevin Keating, Marketing Director, Sun Products Corporation. “With all® Oxi-Active™ and its 2-in-1 advanced cleaning power, moms can focus on their child’s first birthday party and that first chocolate ice cream cone rather than the bib.” It’s all® good.

Consumers can visit [.all-laundry.com](http://all-laundry.com) for more information and to download a coupon and [.facebook.com/alllaundry](https://facebook.com/alllaundry) to share their favorite messy moments.

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#### **About The Sun Products Corporation**

The Sun Products Corporation headquartered in Wilton, Connecticut, is a leading North American provider of laundry detergent, fabric softeners and other household products. With annual net sales of more than \$2 billion, the Company’s portfolio of products are sold under well known brands that include all®, Snuggle®, Sun®, Wisk®, Surf®, and Sunlight®. In addition, Sun Products is the manufacturing partner for the majority of retailer brand laundry and dish products in North America. For more information visit: [www.sunproductscorp.com](http://www.sunproductscorp.com)