



## **Neil DeFeo, CEO Sun Products Retires and is Elected Chairman of the Board**

### **Jeffrey Ansell Appointed President and CEO, and Member of the Board**

Wilton CT, March 17, 2011: The Sun Products Corporation, a leading North American fabric and household care products company, with well known brands such as all®, Wisk® and Snuggle®, today announced that Neil P. DeFeo, currently Chief Executive Officer, will retire effective May 20, 2011, consistent with his long-term goal of stepping back from day-to-day operations upon turning 65. The Company further announced that Mr. DeFeo has been elected Chairman of the Board of Directors of Sun Products, effective upon his retirement as CEO.

The Sun Products Corporation also announced the appointment of Jeffrey Ansell as President and CEO to replace Mr. DeFeo upon his retirement. Mr. DeFeo led the search that resulted in the selection of Mr. Ansell. Mr. Ansell most recently served as Chief Executive Officer and member of the Board of Directors of Pinnacle Foods Group, a \$2 billion Company of iconic packaged foods brands. Prior to this, Mr. Ansell was a Corporate Officer at Procter and Gamble, where he worked for 25 years, with the last 7 years as President of the Iams Pet Care subsidiary. Under his leadership, P&G Pet Care sales increased nearly \$1.0 billion and the Iams brand in North America grew from the #5 pet food brand to #1.

Mr. Ansell was honored by Fast Company magazine in 2005 as one of “The Fast Fifty,” which recognizes peak performance achieved through innovation. In 1997, he was named a “Top 100 Marketer of the Year” by Advertising Age Magazine. Mr. Ansell also served on the Board of Directors of the Grocery Manufacturers Association (GMA) in 2008 and 2009. He is a graduate of the Indiana University Kelley School of Business, where in 2010 he was appointed to the Dean’s Council Advisory Board of that school.

“I am honored and delighted to have the opportunity to work with the people at Sun Products Corporation and Vestar Capital Partners,” said Mr. Ansell, incoming CEO. “Neil DeFeo and his team have done an outstanding job creating this new company from the former Huish Corporation and the North American Fabric Care division of Unilever. Fueled by a strong product portfolio of iconic national brands such as all®, Wisk® and Snuggle®, as well as leading retailer brands, I look forward to working closely with the people of Sun Products and our retail partners to build on the current progress of the Company and take the business to the next level,” commented Mr. Ansell.

“Jeff Ansell is an outstanding choice to succeed me as President and CEO of Sun Products,” Mr. DeFeo said. “He has all the requisite skills and leadership to continue our Company’s development into a major player in the fabric and household care industry. I look forward to the move to Chairman of Sun Products, and to supporting Jeff’s success in any way I can.”

Dan O’Connell, current Chairman of Sun Products and CEO of majority shareholder Vestar Capital said, “Neil partnered with us in the formation of Sun Products and he has done a tremendous job in establishing Sun Products as a successful and important player in the fabric and household care market.

We will continue to benefit from Neil’s experience as Chairman of the Board and as an advisor to Jeff and the Company.” Mr. O’Connell continued, “Jeff is a proven CEO, effective leader and innovative marketer who brings significant relevant experience to our Company. We are delighted to have Jeff join Sun Products as President and CEO, and as a member of the Board.”

#### **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 \$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 many retailer brand laundry and dish products in North America. For more information visit: [www.sunproductscorp.com](http://www.sunproductscorp.com)

#### **About Vestar Capital Partners**

Vestar Capital Partners is a leading global private equity firm with more than 23 years of experience investing in middle-market companies with \$7 billion in assets currently under management. From its headquarters in New York, and through its five offices in the U.S. and Europe, Vestar employs its value-oriented investment approach across a variety of industries in companies ranging in total enterprise value from \$250 million to \$3 billion and operations in five key industry sectors: consumer/services, diversified industries, healthcare, media/communication, and financial services. Vestar invests and collaborates with incumbent management teams, family owners or corporations in a creative, flexible and entrepreneurial way to build long-term franchise and enterprise value. Since 1988, Vestar has completed 66 investments in companies with total enterprise value of over \$30 billion. Vestar has operations in New York, Boston, Denver, Munich and Paris. For more information, please visit [www.vestarcapital.com](http://www.vestarcapital.com).

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