

Sun Products announces acquisition of Sunlight dish care business

Toronto, ON, January 4th, 2010: The Sun Products Canada Corporation announced today that together with its U.S. parent, The Sun Products Corporation, it has acquired the Sunlight branded hand and machine dish care business, from Phoenix Brands LLC and one of its subsidiaries.

Sun Products is a leading North American provider of fabric and dish care products, and acquired the Sunlight trademark in 2008, as part of its acquisition of Unilever plc's North American laundry business; however the retail dish care distribution rights had been previously licensed to Phoenix Brands.

"The acquisition reunites the Sunlight laundry and dish products under single ownership across North America offering considerable cross marketing opportunities for further growth," said Neil DeFeo, Chief Executive Officer, Sun Products.

"Sunlight is the number two player in the Canadian hand dish category and a recognized leader of premium, innovative variants and scents," added Carolyn Spriet, VP and General Manager, Sun Products Canada. "Sunlight also offers branded machine dish in gel, powder and monodose, and has great equity among consumers. We look forward to developing the brand further and utilizing the resources of our larger company platform which will provide operational synergies for us and our trade customers."

About Sun Products

The Sun Products Canada Corporation is a wholly owned subsidiary of The Sun Products Corporation. Headquartered in Wilton, Connecticut, Sun Products 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: sunproductscorp.com

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