

## **The Sun Products Corporation announces acquisition of Sunlight dish care business**

Wilton, CT, January 4, 2010: The Sun Products Corporation announced today that it has acquired the U.S. and Canadian 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.

"Reuniting the trademark, and consolidating the laundry and dish care businesses under single ownership across North America offers considerable opportunity for cross category innovation and growth." said Neil DeFeo, Chief Executive Officer, Sun Products.

The Sunlight dish care business has total net sales of approximately \$60 million and includes both value and premium liquid hand dish, and auto dish offerings in gel, powder, and monodose formats.

### 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: [.sunproductscorp.com](http://sunproductscorp.com)

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