

The Sun Products Corporation appoints Bob Waldron Chief Marketing Officer.

Wilton, CT. November 23, 2009 -- The Sun Products Corporation today announced that Bob Waldron has joined the company as Chief Marketing Officer. Mr. Waldron will be responsible for the company's global marketing function, leading the branded and retailer marketing teams as well as marketing operations and services.

"Bob brings extensive marketing skills and a strong strategic focus that will build our brands and deliver results," said Neil DeFeo, Chief Executive Officer of Sun Products. "With his considerable experience and proven track record of developing and implementing effective marketing initiatives in the consumer product industry, we are delighted to add an executive of such accomplishment to our senior leadership team."



Mr. Waldron comes from General Mills where he spent close to 20 years managing and building brands, and driving profitable sales growth. Most recently Mr. Waldron was Senior Vice President, managing the Yoplait Operating Division and responsible for profitability, strategic vision, organizational development and the franchise relationship.

Mr. Waldron earned his Master's in Business Administration from Chicago Booth School of Business, and his Bachelor's of Science from Carnegie-Mellon University.

About The Sun Products Corporation

The Sun Products Corporation headquartered in Wilton, Connecticut, is a leading provider in North America of laundry detergent, fabric softeners and other household products. With annual 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

Contact:

Kathryn Corbally
Director Corporate Affairs
203 254 6762