



FOR IMMEDIATE RELEASE

all® Free Clear HELPS MOMS FIGHT the #1 FALL ALLERGEN WITH EVERY WASH

all® free clear removes over 99% of ragweed that can stick to your family's clothes

WILTON, CT (Sept 30, 2011) – For many families fall means back to school, football, soccer and Halloween, but the change of season also signals the return of allergen season and the #1 fall allergen, ragweed pollen. Ragweed pollen, an allergen common in most regions of the United States, can stick to clothes, making its way indoors!

This season, all® free clear laundry detergent is helping moms fight the #1 fall allergen with every wash. all® free clear is an allergen fighter, removing 99% of the top everyday allergens - dust mite matter, cat and dog dander, and also fall's biggest allergen, ragweed - in every wash. It's specially-formulated without dyes and perfumes, gentle on your skin and is the #1 laundry detergent recommended by both dermatologists and allergists for sensitive skin. Although gentle on the skin, all® free clear has tough stainlifters™ that fight tough dirt and stains, leaving your family's clothes clean while also removing these top allergens.

"We want moms to know that all® free clear can not only fight tough stains but is also the perfect detergent for fall, removing fall's #1 allergen, ragweed pollen," said Teresa Bello, Marketing Director, Sun Products. "all® free clear has always stood for a powerful clean that is gentle on skin. Now we want to let moms know that it's also great at removing these top allergens that can stick to your clothes during your busy life."

Consumers are invited to "like" all® free clear on Facebook to receive a \$0.75 coupon, and participate in a sweepstakes to win \$3,000. In addition, weekly Facebook postings provide relevant allergen content and inform readers on how all® free clear is gentle on sensitive skin and washes out the #1 fall allergen.

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About all® Laundry Detergent

As a recognized leader and reliable laundry partner with consumers for more than 50 years, the all® brand provides an incredible clean at an incredible value. The all® brand has all your laundry detergent needs covered with compacted powder, concentrated 2x and 3x liquids, and a choice of sizes and variants including all free clear, the number one detergent recommended by allergists and dermatologists for sensitive skin. And all® OXI-Active provides extra strength to tackle the worst dirt and stains the first time. It's all good!™

all® laundry detergent is manufactured by The Sun Products Corporation. For more information, visit www.all.com or www.facebook.com/allfreeclear.

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®, Wisk®, Sun®, 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

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Fight the #1 fall allergen with every wash.

#1
Recommended
by Dermatologists
and Allergists
for Sensitive Skin



The #1 detergent recommended for sensitive skin also gets out the #1 fall allergen.

all® Free Clear is proven to remove 99% of the ragweed pollen that can stick to your family's clothes this fall! And, it's specially formulated for sensitive skin without any dyes or perfumes, making it the number one detergent recommended by dermatologists and allergists. So, whatever the season, it's all good!™

Get a coupon when you "like" us on [facebook](https://www.facebook.com/allfreeclear)

*all® Free Clear is not intended to treat or prevent allergies. ALL and ® are registered trademarks and IT'S ® GOOD is a trademark of The Sun Products Corporation. ©2011 All rights reserved.