



Repellents

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Wisconsin Pharmacal, Manufacturer of Coleman Repellents[®], Launches “Bugsy’s Great Gear Giveaway”

Consumers can enter to win a \$1,000 gear package, including a tent, sleeping bag, lantern and more

Jackson, Wis. – Consumers looking to head outdoors this summer won’t want to miss “Bugsy’s Great Gear Giveaway.” The new online sweepstakes from Wisconsin Pharmacal – the exclusive manufacturer of Coleman[®] Repellents – offers an opportunity to win the ultimate camping prize package of Coleman[®] products, including a tent, sleeping bag, lantern, portable grill, cooler and a year’s worth of insect repellents. To participate, those interested simply need to fill out and submit an online entry form, which can be found at www.ColemanRepellents.com. The giveaway is scheduled to run May 7 through August 31, 2010.



“We’re hosting ‘Bugsy’s Great Gear Giveaway’ to celebrate the availability of Coleman Repellents, a comprehensive new line of insect repellents launched under one of the most recognized brands in outdoor activities,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal Company, the manufacturer of Coleman[®] Repellents. “As far as we’re concerned, there’s no better way to get people excited about our new products while also encouraging them to get outdoors with their family and friends this summer.”

After entering “Bugsy’s Great Gear Giveaway,” consumers are encouraged to click into the Coleman[®] Repellents Website, where they can learn more about the new product line. The complete line encompasses numerous products, including repellents with varying levels of DEET, a citronella candle that mimics the look of a Coleman[®] lantern, and a unique SkinSmart[®] DEET Free insect repellent.

-more-

ADD ONE: “Bugsy’s Great Gear Giveaway”

SkinSmart is safe for the entire family and just as effective as DEET. It provides up to eight hours of odorless protection against the most common biting insects, including mosquitoes, deer ticks, and biting flies. Plus, it dries very quickly on the skin and does not leave the greasy residue often associated with DEET-based products. Like several of the repellent formulas in the new line, SkinSmart is available in a variety of user-friendly packages. These include a compact Go Ready™ spray pen, a five-ounce pump, and a six-ounce aerosol spray. Offering more than 175 sprays, the Go Ready pens are great for busy, on-the-go consumers. They’re just slightly larger than a typical writing pen, making them an easy addition to any purse, diaper bag or pocket.

For more information about Coleman® Repellents or “Bugsy’s Great Gear Giveaway,” including complete contest rules, please call 1-800-558-6614 or visit www.ColemanRepellents.com.

About Wisconsin Pharmacal Company, LLC:

Wisconsin Pharmacal Company is a Coleman® licensee and the exclusive manufacturer and distributor of Coleman® Repellents. The company’s complete portfolio of outdoor brands also includes: Potable Aqua® water purification tablets, StingEze® insect bite relief products, Atwater Carey® first aid kits, and BAITMATE® fish attractants. For more details, please visit www.PharmacalWay.com.

About The Coleman Company, Inc.:

As an international leader in the innovation and marketing of outdoor products, The Coleman Company, Inc., helps people have fun and make memories by providing the gear integral to their favorite outdoor experiences. The company’s products include its legendary lanterns and stoves, as well as coolers, tents, sleeping bags, airbeds, backpacks, furniture, and grills under its Coleman® and Exponent® brands. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly owned subsidiary of Jarden Corporation.

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