



Repellents

FOR IMMEDIATE RELEASE

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Enter “Great Spa Giveaway” to Win Spacious Coleman® Spas Hot Tub

Secondary prizes include camping gear and a year’s worth of Coleman insect repellents

Jackson, Wis. – Without question, getting into a hot tub is one of the best ways to relax and unwind. And now, interested consumers can win their very own Coleman® Spas 7’ Lounger Spa – valued at \$8,000 – and a year’s worth of Coleman insect repellents by entering the “Great Spa Giveaway.” This special summertime promotion is being hosted by Wisconsin Pharmacal Company. To enter, simply visit www.winaspa.com anytime before August 31, 2011. Two secondary prize packages, consisting of Coleman camping gear and insect repellents will also be awarded. The winners will be announced in September. For additional details on the complete line of Coleman® Spas, please visit www.colemanspas.com.

“We’re giving away the Coleman® Spas hot tub as a fun way to build awareness and generate excitement for our full line of insect repellents,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal Company, a Coleman licensee and the exclusive manufacturer and distributor of Coleman® Repellents. “We really want folks to get outside this summer and enjoy their time together without worrying about mosquitoes and other annoying bugs. And, few items can bring people together quite like a spa. We’re excited about this giveaway and believe it’s a great way to educate people about our tremendous line of repellents.”

Coleman® Repellents is a full line of insect repellents with varying levels of DEET as well as a unique DEET Free alternative, called SkinSmart®. 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. New this year, SkinSmart is also available in a convenient wipe, making it easy to apply to children’s faces and necks.

For more information about Coleman® Repellents or the “Great Spa Giveaway,” including complete contest rules, please call 1-800-558-6614 or visit www.colemanrepellents.com.

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ADD ONE: Great Spa Giveaway

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: Coleman® First Aid Kits, 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 Coleman Spas:

Backed by American tradition, the Coleman brand is one that consumers know and trust. Coleman® Spas carries on the Coleman legacy with its new cutting-edge and affordable hot tubs. The lineup features fluid curves, patented designs, and exciting features that are unique to Coleman® Spas. There are a variety of models available to fit any home or budget, including 8-foot and 7-foot spas in bench and lounge configurations plus specialty spas. With Coleman® Spas, you can enjoy the benefits of a state-of-the-art hot tub at a price you can afford. For additional information on the Coleman® Spas hot tub line, please visit www.colemanspas.com.

About LMS, Inc.:

LMS, Inc. is the corporate parent of Cal Spas®, OC Hottubs®, Cal Flame®, Cal Heat®, Cal Designs®, and now Coleman® Spas. LMS started nearly 30 years ago as a material handling and manufacturing component supplier. In 1995, LMS purchased Cal Spas with a greater vision of creating a family of outdoor products that would transform any backyard or garden into a destination for relaxation, enjoyment and entertainment. The resulting brands, collectively known as the Cal Spas brand family, have earned worldwide recognition and have transformed LMS into the #1 Global Manufacturer of Home Resort Products. LMS is a privately held company with holdings in real estate, intellectual property, manufacturing and aviation.

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 the Coleman® brand. Additionally, the company provides flotation devices, towables, rainwear, waders, hunting and fishing gear as well as safety and survival equipment under its Stearns®, Sevyolor®, Sospenders®, Hodgman®, Mad Dog Gear®, Helium® and Aerobed® brands. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly owned subsidiary of Jarden Corporation and can be found online at COLEMAN.com.

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