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## **New Coleman Insect Repellents Offer Comprehensive Protection from Bugs**

*Most trusted name in outdoor activities expands into repellent category with array of new products*

**Jackson, Wis.** – Coleman®, one of the most recognized brands among sporting goods shoppers, is extending into the insect repellent category for the first time. Wisconsin Pharmacal Company, a longtime insect repellent manufacturer, recently signed a licensing agreement to bring a complete new line of insect repellents to market under the Coleman brand.

To meet the diverse needs of today's consumers, the new Coleman line of insect repellents includes products with varying levels of DEET packaged in a variety of user-friendly delivery systems. The new line also includes a unique repellent that incorporates an exclusive SkinSmart™ formula, which contains no DEET, but is clinically proven to provide effective and long-lasting protection against the most common biting insects, including mosquitoes, deer ticks and biting flies. In total, the new Coleman repellent line includes the following seven options:

- **15 percent DEET packaged in a compact and lightweight GoReady™ spray pen**
- **25 percent DEET packaged in a six-ounce aerosol spray**
- **100 percent DEET packaged in the GoReady spray pen**
- **100 percent DEET packaged in a one-ounce pump spray**
- **DEET-free SkinSmart formula packaged in the GoReady spray pen**
- **DEET-free SkinSmart formula packaged in a five-ounce pump spray**
- **DEET-free SkinSmart formula packaged in a six-ounce aerosol spray**

The GoReady spray pen is just slightly larger than a typical pen, but offers more than 200 sprays. It fits easily into a standard pocket and also incorporates a patent pending combo-clip that allows consumers to keep the product nearby at all times. The sprayer can be clipped into a shirt pocket or easily attached to a backpack, duffle bag or other gear. Due to its compact size, the GoReady pen is also an ideal item to store in the glove compartment of a car so it's readily available when needed.

**-more-**

## **ADD ONE: Coleman Enters Insect Repellent Category**

All seven of the new Coleman repellents are ideal for busy, on-the-go consumers who seek proven protection from trusted outdoor brands. Each product is currently available for order and is expected to be ready for retail shipment in spring 2009.

“We’re excited about this complete new line of repellents,” said John Wundrock, president of Wisconsin Pharmacal Company. “We believe these products will be a very successful extension of the Coleman brand and fit right within the company’s proud and respected tradition of providing a full breadth of dependable products for anyone heading outdoors. Without question, these new repellents represent an ideal opportunity for sporting goods retailers to round out their existing Coleman offering.”

All of the new repellents help guard against mosquitoes that may carry the West Nile Virus as well as biting flies, gnats, chiggers, ticks, fleas and other annoying insects. The non-greasy formulas are designed to provide long-lasting protection and are resistant to water and perspiration.

The innovative SkinSmart formula is expected to be especially popular among moms of younger kids who have demonstrated a connection to the Coleman brand and often seek out odorless, DEET-free repellents that are safe for infants and children. The rapid drying, odorless formula provides protection from mosquitoes and ticks for up to eight hours and is clinically proven to be as effective as DEET-based repellents.

For additional details about any of the new Coleman insect repellents, please call **1-800-558-6614** or visit **ColemanRepellents.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, grills and more. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly-owned subsidiary of Jarden Corporation.

### **About Wisconsin Pharmacal Company, LLC:**

Wisconsin Pharmacal Company is a leader in outdoor health and safety products. The company’s complete brand portfolio includes: Potable Aqua® water purification tablets, StingEze® insect bite relief products, Atwater Carey® first aid kits, BAITMATE® fish attractants, and the new Coleman insect repellents. For more details, please visit [PharmacalWay.com](http://PharmacalWay.com).