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FOR IMMEDIATE RELEASE

New Citronella Candle Incorporates Design of Legendary Coleman Lantern

Unique 40-hour lantern style candle is ideal for backyards, campsites, patios and other outdoor areas

JACKSON, Wis. (January 21, 2010) – The distinctive silhouette of a Coleman® lantern immediately conjures up images of peaceful summer evenings spent outdoors with family and friends. And, consumers can now capture that same ambiance with a new 40-hour citronella candle from Wisconsin Pharmaceutical Company, a longtime manufacturer of outdoor-related products and the exclusive licensee of Coleman Repellents. The long lasting and pleasantly-fragrant candle incorporates the classic look and easy-to-transport design of the Coleman Northstar® Lantern – a familiar companion to countless campers and other outdoor enthusiasts around the globe. The unique candle, which carries an MSRP of \$8.99, is the ideal item for backyards, campsites, picnics and other outdoor settings where bothersome mosquitoes and other biting bugs often congregate.



“We really focused on the details to capture the familiar appearance and functional design of the legendary Coleman lantern,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmaceutical Company. “This long-lasting candle is bound to draw interest at backyard gatherings and campsites while also providing a comforting glow and familiar scent that many consumers rely on to ward off mosquitoes and other insects.”

The new candle features an easy-to-grasp “U” shaped metal handle, which also makes it easy to hang. It measures approximately 7.5” in height and 6” in diameter and incorporates a wide plastic base for increased stability. For additional product details, please call **1-800-558-6614** or email info@pharmacalway.com.

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ADD ONE: New Coleman Citronella Candle/Lantern Design

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

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 Coleman[®] insect repellent. For more details, please visit **www.pharmacalway.com**.

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