

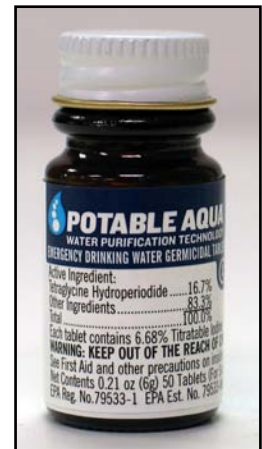


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FOR IMMEDIATE RELEASE

## Wisconsin Pharmacal Donates Water Purification Tablets to Haitian Relief Efforts

**Jackson, Wis.** (January 22, 2010) – Wisconsin Pharmacal Company, the manufacturer of Potable Aqua® water purification tablets, has partnered with numerous worldwide relief organizations and the U.S. Army to assist those recently affected by the devastating earthquake in Haiti. The company, recognizing the critical nature of having access to drinkable water following a disaster of this magnitude, has already donated nearly 300,000 purification tablets to the Haitian relief effort. Wisconsin Pharmacal is also extending special discounted pricing to relief organizations involved in Haiti and will be matching 20 percent of those purchases at no cost. Any consumer interested in donating Potable Aqua tablets is encouraged to contact Wisconsin Pharmacal for details on how to connect with an appropriate relief organization.



“We’ve been following the developments in Haiti closely and, as during numerous other emergencies throughout the years, wanted to lend a helping hand – especially since Potable Aqua is a product that can truly be of assistance to those in need,” said John Wundrock, president and CEO of Wisconsin Pharmacal Company. “We really appreciate the good work being done by the countless relief organizations involved in this effort and our thoughts are certainly with all of those who have been affected.”

Potable Aqua is a good fit in areas struck by natural disasters because other methods of purifying water are usually unavailable. Even boiling water is oftentimes not possible due to power outages. One bottle of Potable Aqua tablets can purify up to 25 quarts of water and is completely effective at killing harmful bacteria and viruses. There is no need to mix chemicals. Simply remove the tablets from their bottle, drop them into the appropriate amount of water and follow the directions for use outlined on the package.

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**ADD ONE: Wisconsin Pharmacal Company/Haitian Relief**

Potable Aqua is just one of the leading outdoor health and safety brands from Wisconsin Pharmacal Company. The company's complete brand portfolio includes Potable Aqua® water purification tablets, Sting-Eze® insect bite relief products, Atwater Carey® first aid kits, Baitmate® fish attractants and Coleman® insect repellents. Additional information about Wisconsin Pharmacal as well as the company's Potable Aqua brand can be obtained by calling **1-800-558-6614** or by visiting **[www.pharmacalway.com](http://www.pharmacalway.com)**.

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