



FEELING TONGUE-TIED THIS VALENTINE'S DAY? SNUGGLE® MAKES IT EASY TO EXPRESS HEART-FELT EMOTIONS BY UNVEILING THE HOLIDAY'S MOST POPULAR SENTIMENTS

Snuggly Bear and Comedian Loni Love Encourage People to #BearYourHeart and Tell Loved Ones How They Really Feel

WILTON, Conn. (February 11, 2016) – The iconic Flatiron Plaza by Madison Square Park became the most romantic and expressive place in New York City today, as thousands of people visited the Snuggly Bear Den to meet Snuggly Bear and contribute to a massive digital billboard of the most popular Valentine's Day words and phrases.

A recent national survey conducted by Harris Poll for Snuggly revealed the challenges many of us face when expressing heart-felt emotions. Snuggly Bear, an expert in softening laundry *and* hearts, leaped into action and created the Snuggly Bear Den, a warm and snuggly pop-up environment in the heart of New York City where people could find Valentine's inspiration from Snuggly Bear. The Snuggly Bear Den is part of #BearYourHeart, a national integrated promotional, social media and consumer engagement campaign aimed at helping people express their true emotions to loved ones.

Starting this morning, fans lined up to write personalized Love Notes to their special someones and took selfies holding their notes. Those pictures were then added throughout the day to a 20-by-30-foot digital billboard, with each picture becoming an important piece of a larger Valentine image that took shape over the course of eight hours. The end result was the ultimate example of "bearing" your heart, a giant billboard declaring people's Valentine wishes to all of New York City.

The first Love Note was contributed by comedian and television host Loni Love, who joined Snuggly Bear at 9:30 a.m. to kick off the activities at the Snuggly Bear Den. At the conclusion of the day, the digital billboard revealed a striking image of Snuggly Bear himself with a giant heart-shaped word cloud featuring the most popular phrases and sentiments for Valentine's Day*. These highly emotional words, including "sweetie," "true love," and "soulmate" are the perfect inspiration to help people express how they really feel to loved ones this Valentine's season.

"With a name like mine, I'm all about the love. But although I always encourage people to be real and open with their emotions, even I can have a hard time telling someone special how I really feel," said Loni Love. "I'm thrilled to have partnered with Snuggly Bear today to help everyone 'bear' their hearts on Valentine's Day. You can never have too much love."

Snuggle generated much love and snuggly Valentine’s Day statistics today at Flatiron Plaza:

- Snuggle Bear inspired, took pictures with, and distributed plush Snuggle Bears to thousands of people.
- The Snuggle Bear Den digital billboard is made up of thousands of individual pictures.
- Consumers have sent a total of 1,447,524 Snuggle LOVEmojis as part of the #BearYourHeart social media campaign.

In addition, a recent survey of over 2,400 Snuggle enthusiasts provides fresh insight into people’s sincere feelings about Valentine’s Day:

- 43% of people call their loved one “Sweetie,” making it the most common term of endearment.
- On Valentine’s Day, 43% of people hope that their special someone thinks of them as their “True Love.”
- When asked how Snuggle Bear makes them feel on Valentine’s Day, 62% said “Warm and Fuzzy” and 20% said “Cuddly.”

“Snuggle’s mission has always been to make the world a softer place by bringing people closer together,” said Bibie Wu, Vice President of Marketing, Snuggle. “In the heart of Manhattan today, Snuggle Bear brought people together from all walks of life and inspired them to speak from the heart, not just for Valentine’s Day, but all year round.”

As one of the fastest growing brands in the fabric conditioning category, Snuggle has been making the world a softer place for over 30 years. This year, in addition to softening hearts during Valentine’s season, Snuggle is launching innovative new products to help people snuggle up even more. Draw people close with the exhilarating scent of Snuggle’s new Cherry Blossom collection and help eliminate tough odor with new Snuggle Plus SuperFresh™ fabric softener.

To participate in #BearYourHeart and join in the fun, go to [Facebook](#), [Twitter](#) and [Instagram](#) or www.snugglebeyondyourheart.com.

** The Snuggle Bear Den digital billboard word cloud was created through a combination of online research, social media listening and a survey of over 2,400 Snuggle brand enthusiasts.*

###

About Snuggle

As a leader in the fabric conditioning category for more than 30 years, Snuggle® has provided the ultimate in Snuggly Softness® and long-lasting freshness to loads of laundry. Recognized by its iconic Snuggle Bear, which was created by Jim Henson’s Creature Shop, birthplace of The Muppets and Sesame Street puppets, Snuggle offers a variety of high-quality fabric conditioning products, including liquid softeners, dryer sheets, and scent boosters. Snuggle is manufactured by The Sun Products Corporation and is available at major retailers including most food, drug, mass, club and dollar stores. For more information, visit www.snuggle.com or www.facebook.com/snuggle.

About The Sun Products Corporation

The Sun Products Corporation, headquartered in Wilton, Connecticut, is a leading North American provider of laundry detergent, fabric softeners and other household products. With annual net sales of approximately \$1.6 billion, the Company’s portfolio of products are sold under well-known brands that include all®, Snuggle®, Wisk®, Sun®, Surf®, and Sunlight®. In addition, Sun Products is the manufacturing partner for many retailer brand laundry and dish products in North America. For more information visit: www.sunproductscorp.com.

Media Contacts:

Current

Imani Rodman

212-445-8338

irodman@talktocurrent.com

Sun Products

Kathryn Corbally

203-254-6762

Kathryn.Corbally@sunproductscorp.com