



FOR IMMEDIATE RELEASE

Wisk Celebrates 60 Years as the First Liquid Laundry Detergent, Best Known for its Iconic “Ring Around the Collar” Campaign

With Over 84 Billion Loads of Laundry Cleaned, this Iconic Brand Continues to *Redefine What it Means to be Clean.*

WILTON, Conn. (April 14, 2016) – While cassette tapes, rotary telephones and bobby socks have faded into the past, Wisk laundry detergent has not only stood the test of time but emerged as a true household icon, entrusted by families as the ultimate stain-fighter. In conjunction with National Laundry Day tomorrow, the Wisk brand is celebrating its 60th anniversary and its status as America’s first liquid laundry detergent, a revolutionary advancement which transformed the laundry process from messy powders to a concentrated, improved cleaning liquid.

“In a world where brands quickly come and go, our 60th anniversary is a true testament to Wisk laundry detergent’s ability to remain relevant, evolve with the times and inspire deep brand loyalty,” said Bridgette Miller, Wisk Marketing Director. “With a product line-up that continually redefines what it means to be clean, we are proud to have reached this milestone, and of Wisk laundry detergent’s role as the ultimate laundry stain fighter. We look forward to the next 60 years of making families’ lives cleaner, easier and more convenient”.

The Wisk brand was introduced in 1956 as the first liquid laundry detergent which marked a huge step forward in the laundry landscape away from messy powders. It is most recognized for its extremely successful “Ring Around the Collar” campaign that ran for more than twenty years making Wisk a household name synonymous with powerful cleaning. Wisk’s “Ring Around the Collar” campaign spotlighted the power of liquid detergent to pretreat stains on shirt collars. These four words quickly became amongst the most recognized and famous words uttered in the annals of advertising, and one of the best known marketing campaigns in history.

Wisk Deep Clean continues the Wisk tradition of fighting tough stains, from yesteryear’s “Ring Around the Collar” to today’s difficult laundry soils. Wisk will celebrate its 60th anniversary and its unique and historical positioning, attacking hidden body oils and sweat some other detergents can leave behind*, as part of its new “Don’t just wash it, Wisk it” national print campaign.

To mark the 60th anniversary, Wisk is offering fans a number of ways to celebrate and engage:

- As part of #Throwback Thursday, go to the Wisk Facebook page each Thursday starting April 8 for six weeks to answer a historic or experiential question. By answering you’ll be entered for a chance to win a 6 month supply of Wisk Deep Clean detergent. For official rules go to www.facebook.com/wisk. #Wisk60.
- Purchase a limited edition 60th Anniversary Wisk detergent bottle. Over 1 million brand bottles will be stickered with a special 60th Anniversary seal.

Be part of Wisk's 60th anniversary by sharing a celebratory message with #Wisk60, thanking Wisk for 60 years of deep clean. Visit www.wisk.com, follow us on Twitter [@Wisk](https://twitter.com/Wisk) and like Wisk on [Facebook](https://www.facebook.com/Wisk) for more information.

**Compared to the leading variant of the top three liquid value brands.*

About Wisk®

From the legendary "Ring Around the Collar" campaign to trapped body oils and sweat that make up one of today's difficult laundry soils, Wisk has been cleaning America's laundry and fighting tough stains for 60 years. Wisk Deep Clean is available in Original, High Efficiency, Oxi Complete, Fresh Breeze™, Free & Pure and PowerBlasts. Wisk is available at key retailers nationwide, including most food, mass, club and dollar stores. Wisk is manufactured by The Sun Products Corporation. For more information, visit www.Facebook.com/Wisk or www.Wisk.com.

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.

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