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CONTACT:

Nicolette Harrod

Ketchum

310-584-8318

Nicolette.Harrod@ketchum.com

WATER PIK, INC. OFFERS SIMPLE SOLUTIONS TO HELP REDUCE BATHROOM WATER CONSUMPTION WITH NEW LINE OF ECO-FRIENDLY SHOWERHEADS

Design, Water Savings and Technology Combine to Create Superior Shower Experience

FORT COLLINS, Colo. (April 3, 2008) – Helping homeowners “go green” this year, Water Pik, Inc., a leader in developing personal wellness products and supporting sustainability, introduced today a complete line of water efficient showerheads engineered to save up to 40 percent in water consumption. The Waterpik® EcoFlow™ low flow showerhead family includes the EcoFlow™ 2.0 available now exclusively at Wal-Mart and the new EcoFlow™ 1.5, an easy to install water-efficient solution for the shower.

Just in time for Earth Day, Water Pik, Inc is encouraging people everywhere to take their own small steps to conserve water by focusing on an area in the home that consumes the most water – the bathroom. According to the U.S. Environmental Protection Agency, showering is one of the top uses of residential water domestically, representing approximately 17 percent of indoor water use.

"As water conservation continues to become more of a widespread concern among consumers, it's important that we provide innovative showerheads that help conserve water without compromising great shower performance," said Richard Bisson, President and CEO, Water Pik, Inc. "Installing a showerhead from the EcoFlow line is an easy step that homeowners can take to help do their part to preserve a precious natural resource."

Currently available in stores, the new EcoFlow 1.5 gallon-per-minute (gpm) showerhead offers significant water savings without sacrificing a great shower experience. While a standard showerhead uses 2.5 gpm, the 1.5 gpm EcoFlow saves up to one gallon of water a minute and up to \$90 annually in household water and energy expenses. Plus, the new water pause setting helps conserve even more water by allowing the user to temporarily pause flow while shampooing, conditioning or shaving. The showerhead, available in both a fixed mount for \$39.99 and handheld version for \$49.99, features five performance spray settings to choose from including full-body spray, circular massage, mist, concentrated fan spray and circular massage + mist combination spray.

Built with Waterpik's exclusive OptiFLOW® technology, the EcoFlow is designed to increase water force by optimizing water flow. The technology provides users with an exceptional combination of water savings and powerful performance to help reduce water consumption by up to 40 percent.

Water Pik, Inc. has also launched a new Web site at www.waterpikcoflow.com including everything from water savings tips and news to everyday practical ways to save water and money and help the environment – all within your own bathroom.

About Water Pik, Inc.

Water Pik is a leading developer, manufacturer and marketer of innovative personal healthcare products sold under the Waterpik® brand name. The Company has developed and introduced many products that are considered the first of their kind and have led to the formation of new markets, including the dental water jet, automatic toothbrush, and pulsating shower massage. The Company's products are sold through a variety of channels, including home centers, mass-merchandisers, drug store chains and specialty retailers. Headquartered in Fort Collins, CO, the Company operates facilities in the United States, Canada, and the United Kingdom. For more information, visit the Water Pik, Inc. web site at www.waterpik.com.

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