



CONTACT:

Nicolette Harrod
Ketchum
310-584-8318

Nicolette.Harrod@ketchum.com

FOR IMMEDIATE RELEASE

WATER PIK, INC. OFFERS RESIDENTS SIMPLE YEAR-ROUND WATER SAVING SOLUTIONS

Record Setting Drought in Southeast Reminds Everyone to Use Water Wisely

FORT COLLINS, Colo. (Nov. 19, 2007) – From a record low water level at Lake Okeechobee in South Florida to the wilting cotton fields in Alabama, the Southeast is experiencing one of the most severe droughts in its history, leaving affected communities and residents wondering how they can do their part to conserve water. Water Pik, Inc., a leader in developing personal wellness products and supporting sustainability, is encouraging people everywhere to play an active role in conserving water by focusing on an area in the home that consumes the most water – the bathroom.

To help sustain water quality and quantity, Water Pik, Inc. recommends implementing easy and cost-effective solutions that will have an immediate impact on water levels. The shower, for instance, is one of the biggest sources of water usage in the home. By simply trading up to a water-efficient showerhead, like Waterpik®'s EcoFlow™, residents can quickly and easily do their part to help preserve the limited water supply.

"With 26 percent of the Southeast covered by an exceptional drought, everyone needs to do their part to help manage water usage in the home," said Richard Bisson, President and CEO, Water Pik, Inc. "Making a change as simple as replacing your current showerhead with a water-efficient showerhead will save up to 10,000 gallons of water a year for a family of four."

Water Pik, Inc. has a deep heritage in designing and delivering the most powerful showerheads and the new EcoFlow™ proves that water conservation doesn't require sacrificing a great shower experience.

With a 3 ½" round head, this high performance showerhead, available exclusively at WalMart, uses six powerful spray settings from full body spray to invigorating massage. This latest innovation in eco-

friendly technology includes an Eco Pause water saving setting to use when shampooing or conditioning hair or while shaving.

Water Pik, Inc. shares the following tips to help educate consumers about the everyday practical ways you can save water and money and help the environment all within your own bathroom:

- Before you lather up, trade up your current showerhead to a water-efficient showerhead such as the Waterpik® EcoFlow™ which helps reduce water consumption by up to 28%. Water-conserving showerheads are inexpensive, easy to install and can save a family of four up to 10,000 gallons of water a year.
- Avoid letting the water faucet run while you brush your teeth, wash your face or shave and you can save up to 4 gallons a minute. That's 200 gallons a week for a family of four.
- Two of the highest uses of water in the house are the shower and toilet. When possible, take showers instead of a bath and consider washing your face or brushing your teeth while in the shower.
- Conserve water in the shower. Turn off the water while you shampoo and condition your hair and you can save more than 50 gallons a week.
- Fix leaking faucets and toilets that flush themselves. Research has shown that an average of 8% (or more) of all home water is wasted through leaks. Fixing a leak can save 500 gallons each month.

To download a \$5.00 off coupon toward the purchase of a water-efficient EcoFlow™ showerhead at a local WalMart visit www.waterpik.com.

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.

###