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FOR IMMEDIATE RELEASE

WATER PIK, INC. RE-LAUNCHES COMPANY WEB SITE

*New Graphic Design and Improved Navigational Performance
Creates Improved Customer Experience*

(Fort Collins, CO, October 1, 2007) – Water Pik announced today the launch of a completely redesigned company Web site, www.waterpik.com. The new site incorporates a number of significant improvements based on consumer and internal feedback, and marks the first re-design since 2001.

New features include easier site navigation, increased product information, improved search capabilities and innovative graphic design elements. The new site also highlights Water Pik’s new platform of health, innovation and sustainability.

Since its inception, Waterpik.com has served as a valuable online resource for Water Pik customers. The Web site underscores Water Pik’s commitment to customer service, offering tools and resources for general consumers. New features on the Web site include:

- Video content
- “News and Promotions” section
- Client testimonials
- Distributors section
- Customer service information
- Overall new, user-friendly content
- Product guides
- Updated product offerings

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“We have invested a significant amount of energy and resources in creating lifestyle products that deliver meaningful innovation to consumers in the areas of health and wellness, and we felt like our site needed to better reflect that,” said Richard Bisson, President and CEO, Water Pik. “The newly renovated waterpik.com better reflects our guiding principles of health, innovation and sustainability and provides a more robust customer service experience.”

Water Pik’s graphic design partner, Loveland-based, Burn’s Marketing, played an instrumental role in the re-launch, providing unique design components and leveraging the company’s extensive experience in Web site design.

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.