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FOR IMMEDIATE RELEASE

WATER PIK INC. URGES CONSUMERS TO “PAUSE FOR A CAUSE” AND SAVE WATER DURING EARTH MONTH WITH ECOFLOW SHOWERHEADS

Showerheads featuring Low Flow Function Conserve Even More Water

FORT COLLINS, Colo. (March 31, 2011) – On the eve of Earth Month, Water Pik, Inc., a global leader in personal healthcare products, encourages everyone to reduce their water use and “Pause for a Cause” in April. The campaign encourages consumers to use the innovative low flow control function from the company’s EcoFlow™ line of high efficient showerheads, to pause and save water while bathing, shaving or cleaning during Earth Month.

“For several years Water Pik, Inc. has been dedicated to offering water saving showerheads that don’t sacrifice a great shower experience, including our line of EcoFlow® showerheads, which received the U.S. Environmental Protection Agency (EPA) WaterSense certification,” said Richard Bisson, President and CEO, Water Pik, Inc. “The water-saving trickle function is an important additional feature to the EcoFlow® showerheads in an effort to conserve even more water on a daily basis.”

According to the EPA, showering accounts for approximately 17 percent of residential indoor water use in the United States – adding up to more than 1.2 trillion gallons of water each year. The Waterpik® line of EcoFlow® high efficient showerheads offers water savings without compromising a great shower experience. In fact, if used in a shower shared by two people, the water and savings of an EcoFlow® showerhead can add up to \$100 annually, paying for itself in six months. With the innovative low flow function on select Waterpik® showerheads, consumers have the option to start and slow down the water flow to a water-saving trickle; this convenient feature encourages additional water savings, and is perfect for use while lathering up or shampooing, shaving legs, bathing a small child or washing the dog.

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Waterpik® EcoFlow® showerheads were recently awarded the EPA WaterSense label. Established to promote water efficiency in the shower, the WaterSense label requires a showerhead to flow at a rate of 2.0 gallons per minute (gpm) or less to earn certification. Showerheads bearing the WaterSense label not only save water, but also meet multiple performance requirements in order to ensure a high quality shower experience, using EcoFlow's® water saving trickle function, can help save even more water.

Water Pik, Inc.'s EcoFlow® line of high efficiency showerheads has been focused for several years on offering water saving showerheads that don't sacrifice a great shower experience. All active EcoFlow® showerheads have already been certified with the WaterSense label and many more will roll out in the coming months. Currently, WaterSense labeled Waterpik® EcoFlow® showerheads featuring the pause function include:

- Waterpik® EcoFlow™ 5 setting chrome handheld shower (model ECO-563)
- Waterpik® EcoFlow™ 4 setting chrome handheld shower (model VBE-453)
- Waterpik® EcoFlow™ 4 setting chrome fixed mount shower (model VBE-423)
- Waterpik® EcoFlow™ 4 setting brushed nickel handheld shower (model VBE-459)
- Waterpik® EcoFlow™ 4 setting brushed nickel handheld shower (model VBE-429)

To further elevate the importance of "Pause for a Cause" from now until April 15 WaterPik® has teamed up with Earth911.com, a host of the nation's largest and most accurate recycling directory provides consumers with information on how to effectively reduce, reuse and recycle both within the home and business. The goal of the partnership is to provide consumers with practical and effective ways to conserve on water and energy resources, while also helping to shave costs on energy bills.

As the leader in the high efficiency showerhead market, Waterpik® EcoFlow® showerheads can be found at most major retailers that carry replacement showerheads.

For more information about Water Pik and "Pause for a Cause," visit "EcoFlow by Waterpik" on Facebook or www.waterpikcoflow.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 pulsating shower massage and the water flosser. The Company's products are sold through a variety of channels, including 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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