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FOR IMMEDIATE RELEASE

**WATER PIK INC. ANNOUNCES PORTFOLIO OF SHOWERHEADS NOW CERTIFIED
TO MEET U.S. ENVIRONMENTAL PROTECTION AGENCY CRITERIA**

Seven Water Efficient Showerheads Earn EPA's New WaterSense® Label

FORT COLLINS, Colo. (July 1, 2010) – After vigorous testing, Water Pik, Inc., a global leader in personal healthcare products, has been recognized by the U.S. Environmental Protection Agency (EPA) for the brand's commitment to high performance, water efficient showerheads. Today, seven Waterpik® showerheads have been awarded the EPA WaterSense label. The newly developed WaterSense criteria for the showerhead category – established to promote water efficiency in the shower, product performance and quality – requires a showerhead to flow at a rate of 2.0 gallons per minute (gpm) or less to earn certification.

"Since 1974 we've made it our mission to continually improve our consumers' shower experience and our water efficient showerheads are no exception," explains Richard Bisson, President and CEO, Water Pik, Inc. "We're thrilled the EPA has recognized seven of our showerheads with the WaterSense label so far and we're committed to working with the EPA to encourage consumers to make water efficient choices in the bathroom."

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 nationwide. Showerheads bearing the WaterSense label must not only save water, but also meet multiple performance requirements in order to ensure a high quality shower experience.

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In 2007, during the time the EPA was beginning research on showerhead standards, Ken Hair, Vice President of Engineering and New Product Development at Water Pik, participated in an industry task force alongside EPA, the American Society of Mechanical Engineers (ASME), the Canadian Standards Association (CSA), and other manufacturers with the goal of helping to develop new showerhead performance specifications for the WaterSense label.

"As a member of the task force, our goal was to establish a set of criteria for showerheads from which consumers, product manufacturers and local water utilities and governments would all benefit," said Hair. "Plus, the WaterSense label also ensures that consumers will not have to sacrifice a good shower experience in order to achieve water savings."

To earn the WaterSense label, a showerhead must flow at a rate of no more than 2.0 gpm, tested at a flowing pressure of 80 pounds per square inch (psi), and tested against the following attributes to ensure performance and user satisfaction:

- A consistent flow rate across a range of pressures
- Spray force
- Spray coverage

With the brand's EcoFlow® line of high efficiency showerheads, Water Pik has been focused for several years on offering water saving showerheads that don't sacrifice a great shower experience. Seven EcoFlow® showerheads have already been certified to earn the WaterSense label – with many more to follow in the coming months. Currently, WaterSense labeled Waterpik EcoFlow showerheads include:

- Waterpik® EcoFlow® 6 setting handheld shower (model NSC-653EF)
- Waterpik® EcoFlow® 6 setting fixed mount shower (model NSC-623EF)
- Waterpik® EcoFlow® 6 setting handheld shower (model EFN-651N)
- Waterpik EcoFlow® 5 setting handheld shower (model ECO-563)
- Waterpik EcoFlow® 5 setting fixed mount shower (model ECO-533)
- Waterpik® EcoRain® (models EFA-233 and AST-233E)
- Waterpik® Watersaver™ (model ICA-111HE)

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 its WaterSense labeled showerhead offerings, visit 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 dental water jet, power flosser and pulsating shower massage. With the number one recommended dental water jet, Waterpik® is one of the most trusted oral health brands of dental professionals throughout the world. 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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