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WATER PIK, INC SUPPORTS MISSION SAVE A SMILE

Leading Oral Healthcare Company Helps Provide Aid to Communities in Central America

FORT COLLINS, Colo. (February 9, 2009) – Water Pik, Inc., a leading developer and manufacturer of innovative personal healthcare products, has partnered with the non-profit organization, Mission Save A Smile to raise funds that will help bring basic dental care to children in need in Central America.

As of February 1, 2010, through March 1, 2010, Water Pik, Inc. will donate \$5.00 to Mission Save A Smile for every Waterpik® Online Store purchase of the following products: Waterpik® Ultra Dental Water Jet WP-100, Waterpik® Ultra Cordless Dental Water Jet WP-450, or Waterpik® Sensonic® Professional Toothbrush SR-1000.

"We've been a supporter of Mission Save A Smile for several years and believe strongly in their passionate efforts to provide proper dental healthcare to children in impoverished communities in Central America," said Jay McCulloch, Vice President of Marketing, Oral Care, Water Pik, Inc. "As part of our dedicated activities during National Children's Dental Health Month, we are proud to partner with Mission Save A Smile in this joint effort to ensure children receive quality dental care."

To learn more about Waterpik® products and to purchase select oral care products to benefit Mission Save A Smile, visit: <http://www.waterpik.com/oral-health/save-a-smile.html>.

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, the Waterpik® brand 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.

About Mission Save A Smile

Mission Save a Smile is a grass roots organization established following several volunteer trips within the impoverished communities of Central America, developing compassion to share preventative, restorative and oral health care. Mission Save a Smile is a registered 501 [C] [3] public charity. Contributions are tax deductible under section 170 of the IRS tax code.

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