



LAKE CONSUMER PRODUCTS, INC

a Subsidiary of Wisconsin Pharmacal Company, LLC

Media Contact:

Bill Bussler
Celtic PR for Lake Consumer Products
(262) 789-7630, ext. 131
billb@celticinc.com

FOR IMMEDIATE RELEASE

Lake Consumer Products Acquires Consumer Choice Systems

Recent deal brings Urinary Tract Infection products to female health company

Jackson, Wis. (May 19, 2010) – Lake Consumer Products Inc., a subsidiary of Wisconsin Pharmacal Company LLC, Jackson, Wis., and a leader in the feminine hygiene and female health categories, recently purchased substantially all of the assets of Consumer Choice Systems Inc., Napa, Calif. The acquisition adds two Urinary Tract Infection (UTI) products to Lake Consumer Product’s female health offering – a UTI home screening test as well as maximum strength UTI relief tablets. The company will also take over all private label agreements Consumer Choice Systems currently has in place with major retailers.

“We’re very excited about adding UTI products to our female health offering for the first time,” said Mike Kermendy, vice president of marketing for Lake Consumer Products. “These items are a perfect fit and really help advance our commitment to offering women everywhere a well-rounded array of female health solutions.”

Both the UTI Home Screening Test Stick and the UTI Relief Maximum Strength Tablets will continue to be available under the existing Woman’s Wellbeing® brand in the immediate future.

For more details about Lake Consumer Products, please visit LakeConsumer.com. Additional information about the company’s recent acquisition of Consumer Choice Systems may also be obtained by calling 1-800-635-3696.

Lake Consumer Products Inc. offers a fresh approach to women’s health. The company markets and distributes a variety of health and personal care products under a variety of brand names, including: *Vagi-Gard*®, *Yeast-Gard*®, *Yeast-Gard Advanced*®, *vH Essentials*™, *Me Again*™ and *Women’s Wellbeing*®.

###