



Media Contact:

Bill Bussler
Celtic PR for Wisconsin Pharmacal
(262) 789-7630, ext. 131
billb@celticinc.com

FOR IMMEDIATE RELEASE

StingEze Now Available in “No Mess” Sponge Applicator

Convenient sponge-dauber delivers maximum insect bite relief with zero mess or product waste

Jackson, Wis. – StingEze, the popular after insect bite relief product, is now available in a convenient pen featuring a sponge-dauber applicator. The enhanced container allows consumers to apply StingEze quickly, accurately and without mess. In fact, initial response to the new sponge-dauber has been so strong that it’s set to become the standard applicator for all three insect relief formulas in the StingEze line – including the original formula, StingEze for Kids, and StingEze Max – by fall 2010.

“Our new sponge-dauber makes the application of StingEze as easy and effective as possible – and that’s all that really matters to anyone suffering from an insect bite or bee sting,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal Company, the manufacturer of StingEze. “To utilize the product, simply screw off its cap and then immediately place the sponge-dauber directly over the entire surface area of any bite. Our unique, ammonia-free formulas will then quickly ease any pain or itching, while also reducing the likelihood of infection following encounters with mosquitoes, bees, ticks, chiggers, fire ants, and other bothersome bugs.”

Select StingEze products are currently available at REI, Gander Mountain, Academy, and Wal-Mart stores as well as several major drug chains, including CVS and Rite-Aid. For more information, please call **1-800-558-6614** or visit the StingEze Website, located at **StingEze.com**. In addition to product details and a complete list of retailers, the StingEze site also offers fun facts and activities for kids.

StingEze is just one of the leading outdoor health and safety brands from Wisconsin Pharmacal Company LLC. Wisconsin Pharmacal’s complete brand portfolio includes Potable Aqua® water purification products, StingEze® insect bite relief products, Atwater Carey® first aid kits, BAITMATE® fish attractants, and the recently-launched line of Coleman® Repellents.

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