



LAKE CONSUMER PRODUCTS, INC

a Subsidiary of Wisconsin Pharmacal Company, LLC

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FOR IMMEDIATE RELEASE

Lake Consumer Products, a Subsidiary of Wisconsin Pharmacal Company, Acquires Triton Consumer Products

Popular line of psoriasis products added to company's growing product offering

Jackson, Wis. (March 10, 2011) – Lake Consumer Products Inc., a subsidiary of Wisconsin Pharmacal Company LLC, Jackson, Wis., which offers a diverse array of health and personal care products, recently acquired substantially all of the assets of Triton Consumer Products, Arlington Heights, Ill. Triton is best known for its popular line of psoriasis treatment products, which have been sold under the MG217[®] brand for more than 20 years and are currently available at leading drug chains nationwide. This acquisition brings numerous new products under the Lake Consumer Products' umbrella, including medicated ointments, lotions and shampoos, which are all formulated to help treat and provide relief from psoriasis.

“We're very pleased with this acquisition, and we're excited about the new psoriasis products that are now available from Lake Consumer Products,” said John Wundrock, President and CEO of Wisconsin Pharmacal Company. “As we look down the road, we hope to expand the MG217 brand through product innovation and increased distribution so we can help bring additional relief options to a larger percentage of the 7.5 million Americans who are estimated to be struggling with psoriasis.”

For more details about the complete line of products currently offered under the MG217 brand, please visit MG217.com. Additional information about Lake Consumer Products' recent acquisition of Triton Consumer Products may be obtained by calling 1-800-635-3696.

Lake Consumer Products Inc. markets and distributes numerous health and personal care products under several brands, including: *Yeast-Gard*[®], *Yeast-Gard Advanced*[™], *vH Essentials*[™], and *MG217*[®]. For additional company or product details, please visit LakeConsumer.com.

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