



Media Contact:

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

FOR IMMEDIATE RELEASE

Wisconsin Pharmacal Company Adds Four Employees

Jackson, Wis. (March, 2009) – Wisconsin Pharmacal Company, a manufacturer of pharmaceuticals, personal care and outdoor health and safety products, recently added four employees to its growing sales, marketing and financial teams. Amy Wojtalewicz has been named Controller; Erik Ernstrom has been named National Sales Manager; LouAnn Miller has been named Inside Sales Manager; and Susie Schuppel has been added as Graphic Designer.

“We’re certainly excited about these recent additions, said John Wundrock, president and CEO of Wisconsin Pharmacal Company. “Our new hires bring a diversity of experience and a track record of success to Wisconsin Pharmacal. We’re confident that we’ve found the right people to help continue driving our company’s growth and innovative thinking well into the future.”

Wojtalewicz previously served in a variety of financial leadership roles for Cardinal Health/Catalent, Somerset, N.J. She is a resident of Menomonee Falls, Wis. Erik Ernstrom served in sales management and business development roles at The Coleman Company, Wichita, Kan., and Bell Sports, Rantoul, Ill. He currently resides in Milwaukee. LouAnn Miller has significant experience in the pharmaceutical and medical industries and most recently served as office manager for a mail order company. She lives in Grafton, Wis. Finally, Schuppel has been working in graphic design for the past two years, most recently at a full-service marketing agency in Milwaukee. She currently resides in West Bend, Wis.

Wisconsin Pharmacal Company LLC manufactures an array of pharmaceutical and outdoor health and safety products, including *Atwater Carey*® first aid kits and *Potable Aqua*® water purification tablets. The company also has a subsidiary – Lake Consumer Products Inc. – that manufactures and markets leading brands in the feminine hygiene and family planning categories, including *Yeast Gard Advanced*®, *Vagi-Gard*® and *Me Again*®.

-more-

ADD ONE: Wisconsin Pharmacal Company Adds New Employees

Products manufactured by Wisconsin Pharmacal Company can be obtained at leading mass, sporting goods and drug retailers across the county. For additional information about the company or its complete portfolio of consumer brands, please call 1-800-558-6614 or visit www.PharmacalWay.com.

###