



Media Contact:

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

FOR IMMEDIATE RELEASE

Wisconsin Pharmacal Company Adds John Wright as Director of Sales

Jackson, Wis. (November 16, 2009) – Wisconsin Pharmacal Company, Jackson, Wis., a manufacturer of several respected outdoor health and safety brands, recently hired John Wright as Director of Sales – Sporting Goods. In his new role, Wright will oversee the company’s sales efforts in the sporting goods, mass retail and specialty outdoor channels. Prior to joining Wisconsin Pharmacal, Wright served as North American Sales Manager for Filson, a leading provider of clothing for fishing, hunting and other outdoor activities. He has more than 20 years of experience in the outdoor industry and has held a variety of sales leadership roles.

“Without question, John is a wonderful addition to our team,” said Andy Wundrock, vice president of sales for Wisconsin Pharmacal Company. “He has an extremely solid network within the outdoor and sporting goods categories and has a proven track record of success with some of the biggest and most respected brands within those categories. We’re certainly excited to have him aboard.”

Originally from Fergus Falls, Minn., Wright will soon be relocating to southeastern Wisconsin. For additional details about Wright or his new role at Wisconsin Pharmacal Company, please call 1-800-558-6614.

Wisconsin Pharmacal Company is a leader in outdoor health and safety products. The company’s complete brand portfolio includes: Potable Aqua[®] water purification tablets, StingEze[®] insect bite relief products, Atwater Carey[®] first aid kits, BAITMATE[®] fish attractants, and the new Coleman[®] insect repellents. For more details, please visit PharmacalWay.com.

###