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Sunstar to Support ADA's 60th Annual National Children's Dental Health Month *Sales Teams to Supply Product That Makes Oral Health Education Fun*

CHICAGO – February 3, 2009 – Sunstar Americas, Inc., manufacturer of GUM® and Butler® brand products and a leader in providing advanced oral care products to professionals and consumers worldwide, is putting its support behind the American Dental Association's (ADA) efforts to educate children on the importance of oral health.

Each February since 1949, the ADA has sponsored National Children's Dental Health Month to raise awareness about the importance of oral health. An estimated 4 to 5 million children have dental problems so severe that they have trouble eating, sleeping, and learning. The most important preventive step against periodontal disease is to establish good oral health habits early in childhood. In fact parents should begin preventative care for their children at the first sign of a tooth.

This February, Sunstar Americas' sales representatives will distribute GUM® Crayola™ Kids' Flossers to select dental offices nationwide along with an educational and fun coloring sheet which hygienists can use to help educate children in their community.

"Through our partnership with Crayola™, our goal has been to produce oral care products that make proper oral health care routines fun for children." William Sever, vice president and chief marketing officer said. "At a time when oral health has national attention, we want to help encourage proper brushing and flossing habits."

Dentists continually report that children don't brush long enough. Sunstar's innovative new product, GUM® Crayola™ Timer Light brush, blinks at 60-second intervals to help teach kids to brush for the minimum recommended time, ensuring better oral health. Available in red, blue, green, and yellow, the brush flashes the same color as the toothbrush. The GUM® Crayola™ Timer Light toothbrush features unique Dome Trim® bristles to clean teeth more effectively. The narrow, tapered head is comfortable for small mouths and a perfect fit for 4 to 11 years old. The brush also features colorful ultra-soft bristles that are gentle on young gums. Besides a fun feature for kids, the suction-cup base is a practical way to store the brush and helps keep bristles clean.

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The U.S. Surgeon General reports that tooth decay is the most common chronic disease affecting American children, five times more common than asthma. Tooth decay greatly restricts children's daily activities and results in the loss of many millions of hours of school each year.

Regular habits like dental checkups, a balanced diet, fluoride, brushing, and flossing are all important for children to develop in order to have a lifetime of healthy teeth and gums.

About Sunstar

Chicago-based Sunstar Americas, which serves North and South America, is part of Sunstar Inc. a global corporation founded in Japan in 1941 which now has worldwide sales of over \$1 billion. The company has offices in 15 countries and four major geographic divisions. Sunstar's mission is to enhance the health and well-being of people everywhere via its four business areas: mouth and body, health and beauty, healthy home, and safety and technology. The company is proud of its global partnership with dental professionals to develop a better understanding of the potential links between oral health, general health, and quality of life. Sunstar's well-know Butler® brand of professional dental products and GUM® brand of consumer oral hygiene products have been two of the dental profession's most trusted and recommended brands for more than 60 years. Butler® and GUM® products are designed in consultation with dental professionals and manufactured to the highest quality standards, assuring product excellence and patient satisfaction. For additional information, please visit www.GUMbrand.com.

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