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FOR IMMEDIATE RELEASE

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Sunstar Americas Makes Dental Product Donation to Aid Haiti Relief Effort

Direct Relief International Assists in Donation to Haitian Dental Professionals

CHICAGO – February 2, 2010 – Sunstar Americas, Inc., with the assistance of Direct Relief International, has donated approximately 90,000 toothbrushes to the Haiti earthquake relief effort.

Sunstar selected Direct Relief International for the donation based on the nonprofit organization's respected reputation of providing aid and recovery assistance all over the world following catastrophic events. Direct Relief International has organization members who have lived and worked in Haiti for years and know the community well.

"At Sunstar, it's our corporate responsibility to help care for those in need," said Ann Foppe, professional marketing director for Sunstar Americas, Inc. "The toothbrushes will aid Haitian dental professionals who are treating and helping people amidst these chaotic conditions."

"Sunstar's donation will assist many of those struggling in Haiti," said Jackie Sanders, registered dental hygienist. "Something as small as a toothbrush can brighten someone's day and give them a reason to smile in this tough time."

About Sunstar Americas, Inc.

Chicago-based Sunstar Americas, which serves the Americas, is part of the Sunstar Group of companies, a global organization 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-known 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.

About Direct Relief International

Founded in 1948, Direct Relief is a Santa Barbara, California-based nonprofit organization focused on improving quality of life by bringing critically needed medicines and supplies to local healthcare providers worldwide. Direct Relief has provided more than \$1 billion in privately funded humanitarian aid since

2000, including more than \$150 million in assistance in the United States. It has earned a fundraising efficiency score of 99 percent or better from *Forbes* for the past eight years, and is ranked by the *Chronicle of Philanthropy* as California's largest international nonprofit organization based on private support. For more information, please visit www.DirectRelief.org.

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