

Weiman Products Acquires New Brands

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WEIMAN PRODUCTS ACQUIRES GOO GONE®, MAGIC AMERICAN (MAGIC®), SCI (STONE CARE INTERNATIONAL®), NATURAL MAGIC®, OOPS!® AND GONZO CORP (GONZO®) BRANDS

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GURNEE, IL, January 24, 2014 – Weiman Products, the leading manufacturer of specialty cleaning products, announced today its acquisition of the Goo Gone®, Magic®, Stone Care International®, Natural Magic®, OOPS!® Paint Remover, and Gonzo® brands from The Homax Group, Inc. “Adding Homax’s specialty cleaning brands to Weiman solidifies the Company’s position as the leading specialty cleaning products provider in the market,” said Carl DeMasi, Weiman’s President and CEO. “We fully expect our customers, suppliers, and employees to benefit from this acquisition.” This well-known group of brands provides specific benefits to Weiman:

- Broadens product categories and served markets
- Supplements already strong brand equity and awareness, particularly with the Goo Gone® and Magic® brands
- Extends leading capability in specialty cleaning formulations
- Enhances supply and distribution alternatives

In addition, Homax’s customers will benefit from Weiman’s industry-leading capabilities, including:

- State-of-the-art manufacturing facilities
- Experienced R&D staff dedicated to specialty consumer product formulations
- Dedicated team of designers
- Industry-leading customer service and logistics
- Distribution in over 25 countries

About Weiman Products:

Weiman Products has been beautifying homes since 1941. Located in Gurnee, IL, Weiman Products manufactures specialty cleaning products including Weiman Cook Top Cleaner, the No. 1 selling glass cook top cleaner in the U.S. Additional products include Weiman Leather Wipes, Weiman Stainless Steel Wipes, Weiman Cook Top Wipes, Weiman Stainless Steel Cleaner & Polish, Weiman Furniture Polish, Weiman Granite Cleaner & Polish and Weiman Silver Cream. Weiman Products are available nationwide through mass merchants, supermarkets, hardware stores and other retail outlets. For more information or to find a list of retailers, please visit weiman.com or call 1.800.837.8140.