

NEWSRELEASE



Because every child deserves a healthy smile™

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Sunstar America's Donation to NCOHF Helps Underprivileged Children

(Charlotte, NC – May 13, 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, has donated 10,000 dental mirrors valued at \$25,000 to the National Children's Oral Health Foundation: America's Toothfairy (NCOHF).

The nonprofit facilities receiving the dental mirrors are Affiliates of NCOHF and provide oral healthcare for underserved children in their communities.

"Oral healthcare plays an important role in overall health," said William Sever, Vice President and Chief Marketing Officer of Sunstar. "We know that so many children lack dental coverage and we are happy to help provide an essential tool to the NCOHF dental screening process. Programs like America's Toothfairy help bridge a critical gap in providing for America's oral health, and Sunstar is proud to support their efforts."

Fern Ingber, NCOHF President and CEO, said "We are very grateful to Sunstar for their generosity. There are millions of underserved children who do not have access to, or cannot afford, the proper dental care they require. This donation is providing our Affiliates with a quality product to help them care for these deserving children,".

About Sunstar

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 the National Children's Oral Health Foundation (NCOHF)

The National Children's Oral Health Foundation: America's Toothfairy (NCOHF) is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating delivery of comprehensive pediatric oral health services and eliminating this preventable disease from future generations. NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of not-for-profit university and community based dental clinics, health centers and mobile programs throughout America.

For more information about NCOHF, please visit www.AmericasToothfairy.org.

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