



NEWS RELEASE

FOR IMMEDIATE RELEASE

Nov. 10, 2011

Contact:
Ellen Cassidy
Penguin Brands, Inc.
(610) 537-8828
ecassidy@penguinbrands.com

PENGUIN BRANDS, INC. HIRES SCIENTIST AND INNOVATOR AS SENIOR PRODUCT DEVELOPER

Nevin Arora will supercharge shoe care, insoles, and apparel care product innovation

(SHARON HILL, Pa.)—Penguin Brands, Inc. is pleased to welcome **Nevin Arora** to the position of senior product manager and lead innovator for the company's best-selling line of shoe care, apparel care, and insoles.

In his new role, which he begins immediately, Arora will lead in growing business through new product development specifically for the company's Penguin Shoe Care and Penguin Apparel Care brands. Arora will also work closely with some of the sporting goods industry's most prominent shoe and sneaker brands on long-standing and successful private label lines.

"Nevin's experience combines the technical and creative savvy of a scientist and innovator and the practical, hands-on approach of a true product manager," says Bridgit Lombard, EVP of sales and strategy for Penguin Brands. "With Nevin's leadership, we will continue our 40-year commitment to developing the best and most innovative products on the market."

An experienced chemist and marketer, Arora brings his extensive experience and knowledge from Church & Dwight Co., Inc. where he successfully worked as an innovation marketing product manager, launching several notable key products under Arm & Hammer, including OxiClean, XTRA, Kaboom, and Orange Glo. Previously, Arora worked at Reckitt Benckiser as the product development scientist, where his ideation and development of Easy-off Bam and Cillit Bang power cleaners earned him multiple innovation awards.

For more information on Penguin Brands and any of its subsidiaries, please contact Ellen Cassidy at ecassidy@penguinbrands.com or visit www.PenguinBrands.com.

###

About Penguin Brands, Inc.

Dedicated to helping its retail partners succeed through incremental growth, Penguin Brands, Inc. is committed to a relentless pursuit of innovation while continuing to offer and develop superior products at competitive prices. With distribution in 37 countries, Penguin Brands is partners with some of the world's largest and most recognized retailers and brands in the world. For more information, visit www.PenguinBrands.com.