

BRADSHAW INTERNATIONAL EXPANDS ITS PORTFOLIO OF BRANDS & CATEGORIES WITH BLACK & DECKER® AND MR. CLEAN® LICENSES

RANCHO CUCAMONGA, Calif. (July, 2011) – Bradshaw International, Inc.—a leading marketer of housewares products and best known for its flagship brand, Good Cook®—expands its licenses to include a full line of cleaning tools under the Black & Decker® brand, and a license to market Mr. Clean® Household Cleaning Gloves and Reusable Wipes through Butler Home Products, a company division.

“The new license with Mr. Clean allows us to expand our product mix, and our license with Black & Decker provides us entry into hardware and home improvement distribution channels,” said Mike Rodrigue, CEO of Bradshaw International, Inc. “The expansion of Butler Home Products licenses with these two strong household names marks another milestone in Bradshaw’s goal of continued growth in the brands and licenses we hold.”

Black & Decker products will be available in 2012 and will cover several categories including: push brooms, angle brooms, mops, dusters, buckets, dustpans, squeegees, overhead cleaning, sponges, scrubbers, scourers and more. Designed primarily for distribution in the hardware/home center class of trade, the products will also find placement in mass merchants, grocery and specialty stores as seasonal offerings.

Procter & Gamble, manufacturer of Mr. Clean All-Purpose Cleaner and Mr. Clean Magic Eraser, will consolidate its licensed Mr. Clean Household Cleaning Accessories program to Butler Home Products, a division of Bradshaw International. The company has been a Mr. Clean licensee for over 11 years, successfully expanding the line of products and growing the business. By consolidating these synergistic categories into one supplier, it will make it easier for retail partners to expand and maintain their Mr. Clean programs.

About Bradshaw International

Bradshaw International is a privately owned company based in Rancho Cucamonga, Calif., with family heritage dating back to 1905. Bradshaw International is a premier marketer of housewares in the U.S., and the largest kitchen gadget supplier in the world shipping more than 150 million pieces annually. Its family of brands span the areas of kitchen tools & gadgets, cookware, bakeware and cleaning products, which includes: Good Cook®, Bonny, Professionals™, Bialetti, Oneida®, Betty Crocker®, Butler®, a division of Bradshaw International; Mr. Clean®, Dawn®, and Black and Decker®. For more information about Bradshaw International or its products, please visit www.bradshawintl.com.

About Butler Home Products LLC

Butler Home Products LLC, headquartered in Marlborough, MA, is a division of Bradshaw International, Inc. and markets a wide assortment of cleaning and household products. Marketed under the Butler, Mr. Clean Cleaning Tools, Charmin, Dawn and Black & Decker brand names, Butler has a growing market share for cleaning products in grocery stores, mass market, drug stores, home centers, value retailers, specialty stores and catalogs – currently distributing in more than 50,000 retail store outlets in North America. Butler also distributes cleaning tools under the Mr. Clean/M.Net brand in Canada. For additional information about Butler Home Products, its products or where to find retailers, please visit www.cleanerhomeliving.com.

Mr. Clean, Magic Eraser, the Mr. Clean Man design, Charmin, the Charmin Bear design, Dawn and all related marks are trademarks of The Procter & Gamble Company, Cincinnati, Ohio used under license by Butler Home Products LLC. Black & Decker is a registered trademark of Stanley Black & Decker, Towson, MD used under license by Butler Home Products LLC.

About Procter & Gamble [NYSE:PG]

Four billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 127,000 employees working in about 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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