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For Immediate Release

SUMMIT BRANDS LAUNCHES NEW CORPORATE, BRAND WEBSITES

As more people utilize the Internet to obtain product & company specific information, Summit Brands launches new corporate & brand websites.

Fort Wayne, IN (July 11, 2010) - Summit Brands, a Fort Wayne-based manufacturer and marketer of specialty household cleaning products, today launched their newly enhanced web sites – which include unique sites for six of its brands. This expands Summit Brand’s online presence, strengthens the company’s digital marketing initiatives and provides platforms to build interactive environments for fans of the brands.

The new brand sites, designed and developed by Cincinnati, Ohio based HyperDrive Interactive, enable Summit Brands to deliver timely and relevant information about each of its brands to internet-users and share news regarding new products, partnerships and special offers. The new corporate site, also developed by HyperDrive Interactive, emphasizes the company’s interaction with retailers, consumers and stakeholders.

Since its founding in 1958, Summit Brands has exceeded customer expectations through compliance, innovation and continuous improvement on high quality cleaning products that solve the toughest rust stain and appliance cleaning problems. Some of the top selling brands include Super Iron Out, Dishwasher Magic, Plink, Disposer Care and Washer Magic.

“We recognize that more people are getting their information online, and we are committed to providing them with relevant resources and helpful tips and fun content about our company and its brands,” says Blake S. Parton, Associate Brand Manager at Summit Brands. “The new sites are user-friendly and will serve as powerful tools to augment our marketing efforts.”

Visit the new corporate website at www.summitbrands.com. The brand sites remain under construction but will be available to visit soon: Super Iron Out (www.superironout.com), Dishwasher Magic (www.dishwashermagic.com), Disposer Care (www.disposercare.com), Washer Magic (www.washermagic.com) and Plink (www.plinkyoursink.com).

Whirlout, Drain Out, Rust Out, Lime Out, Glisten and Filter-Mate are also part of the Summit Brands family of brands.

About Summit Brands

Summit Brands is privately owned and operated in Fort Wayne, IN. The family-owned company was founded in 1958 by the father of the current owner and CEO, Joel Harter. Summit Brands, formally Iron Out, Inc. began distribution of their multi-purpose rust stain remover, Super Iron Out, in the Midwest United States and has since branched out to national and global distribution. With continued growth, Summit Brands has propelled itself to providing solutions on several new platforms from appliance cleaners to water treatment. The mission of Summit Brands is simply to provide high-quality competitive cleaning products to fit the specific needs of the consumer with guaranteed results.

For more information about Summit Brands or our product line, please contact us at info@summitbrands.com or visit our website at www.summitbrands.com or buy online at www.summitbrands.alice.com

About HyperDrive Interactive

HyperDrive Interactive is a leading digital marketing agency focused on building brand fan communities and creating effective 1:1 communications. The HyperDrive approach starts with analyzing brand fans and brand conversations, then developing engagement strategies to acquire, retain, and grow direct customer relationships. Founded in 2001, HyperDrive has clients in consumer packaged goods, food brands, QSR restaurants, and music marketing.

For more information on HyperDrive Interactive visit www.hyperdrivei.com.

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