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For Immediate Release

SUMMIT BRANDS LAUNCHES NEW STOREFRONT POWERED BY ALICE.COM

New Storefront Increases Service to Consumers

Fort Wayne, IN (June 18, 2010) - Summit Brands, a Fort Wayne-based manufacturer and marketer of specialty household cleaning products, today announced their new partnership with retail platform Alice.com. The new summitbrands.alice.com storefront enables Summit Brands to sell directly to consumers at a competitive price to traditional retailers, while featuring the convenience of online purchases and free shipments.

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.

“Selling online provides Summit Brands another avenue in our ongoing efforts to service our consumers,” says Blake S. Parton, Associate Brand Manager at Summit Brands. “We are excited to work with Alice.com because the storefront gives us the opportunity to reach our customers directly.”

Each Summit Brands product helps to rid contaminants that may cause rust and hard water stains on household surfaces, appliances, clothing and more. The company promises consumers quality products, great prices and fast deliveries, right to their doors, courtesy of the new online storefront.

For a list of Summit Brands products available at the new online storefront, please visit [www. summitbrands.alice.com](http://www.summitbrands.alice.com)

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

About Alice.com

Alice.com provides ecommerce and interactive marketing services exclusively to the Consumer Packaged Goods (CPG) industry. The company's ecommerce platform allows CPG manufacturers to sell direct to a consumer online through a unique online service that provides always free shipping, automatic coupons, and a reorder tool that makes it easy for consumers to avoid the chore of running out to the store. Alice.com is privately held and headquartered in Middleton, Wisconsin.

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