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## **MUNCHKIN, INC. LAUNCHES ARM & HAMMER™ DIAPER PAIL, REVOLUTIONIZING DIAPER DISPOSAL FOR TODAY'S PARENTS**

*Complete Odor Control System Powered by ARM & HAMMER® Baking Soda Allows Parents to Breathe Easy*

NORTH HILLS, Calif. (Nov. 18, 2009) Munchkin, Inc., designer and manufacturer of clever infant and toddler products, in partnership with Church & Dwight Co., Inc., makers of ARM & HAMMER® Baking Soda, today unveiled the ARM & HAMMER™ Diaper Pail, a breakthrough diaper disposal system. The ARM & HAMMER™ Diaper Pail neutralizes odors in the nursery through a patented odor control system with the power of ARM & HAMMER® Baking Soda at its core.

“The most important thing about any diaper disposal system is that it controls odors. This new system employs the built-in power of ARM & HAMMER® baking soda to provide natural, safe and effective odor elimination,” said Doug Gillespie, Munchkin Vice President of Marketing. “We also knew the pail had to be easy for parents to use, so we developed a patented self-sealing system and refill bags that you simply snap, seal and toss in the trash.”

The ARM & HAMMER® name has been trusted for generations to eliminate odors, and Munchkin is known to today's parents for delivering clever solutions to their everyday needs. The ARM & HAMMER™ Diaper Pail has numerous innovations that reflect the respective strengths of the two brands.

- **Baking Soda Dispenser:** A built-in, vented dispenser sprinkles odor-eliminating baking soda each time the lid is closed and continuously absorbs and eliminates odors even when not in use.
- **Self-Sealing System:** Munchkin's patented system automatically seals the bag when the lid is closed and keeps it sealed when the lid is reopened.
- **Snap, Seal and Toss Bags:** The disposable refill bags, each of which can hold up to 25 diapers, shut tight with a snap and can be easily tossed and replaced without cutting or tying.

The ARM & HAMMER™ Diaper Pail and refills will be available in stores nationally in November 2009.

For more information, visit [www.diaperpail.com](http://www.diaperpail.com).

### **About Munchkin, Inc.**

A privately held company headquartered in North Hills, Calif., Munchkin, Inc. creates baby products

that excite, delight and make life easier for today's parents. Founded in 1991, Munchkin, Inc. has placed great emphasis on innovation, redefining what baby products can be. As a result, Munchkin has reinvigorated the category with improvements like a 2-in-1 design on bottle brushes as well as pioneered numerous breakthroughs like the White Hot Technology® that lets moms know if the bath water or the car is too hot. Munchkin owns over 100 patents and has over 40 additional patents pending. The company has won over 30 industry awards, including the coveted Target® Corporation Partner Award of Excellence. Endorsed and recommended by lactation consultants, medical professionals, toy specialists and parents, Munchkin products can be found at more than 25,000 retail outlets internationally. For more information, visit [www.munchkin.com](http://www.munchkin.com).

### **About Church & Dwight**

Church & Dwight Co., Inc. manufactures and markets a wide range of personal care, household and specialty products, under the ARM & HAMMER® brand name and other well-known trademarks.

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