



FOR IMMEDIATE RELEASE

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PBA and CLR Sign Sponsorship Deal

CLR becomes the "Official Cleaning Product of the PBA"

SEATTLE (September 7, 2007) — The Professional Bowlers Association (PBA) announced today it has reached an agreement with CLR brands of household cleaning products to become an official sponsor of the PBA.

CLR, whose slogan is "Clear Choice for Clean," will receive commercial spots, a weekly feature and a billboard on all Denny's PBA Tour telecasts on ESPN during the 2007-08 season.

CLR will also receive event entitlement of the sixth event on the 2007-08 Denny's PBA Tour. The 2007 CLR Classic will take place at Hawthorn Lanes in Vernon Hills, Ill., Nov. 21-25.

"We are very pleased to welcome CLR as a new sponsor of the PBA," PBA Commissioner and CEO Fred Schreyer said. "CLR products are leaders in the cleaning industry and we appreciate that it recognizes the value in associating its brand with the Denny's PBA Tour."

Additionally, CLR will sponsor three Denny's PBA Tour stars in the season-long 2007-08 PBA Sponsor Competition. The selected bowlers will wear CLR patches on their shirt backs and right sleeves and throw specially-made spare balls emblazoned with the CLR logo.

The 2007-08 Denny's PBA Tour kicks off with the Dydo Japan Cup in Tokyo, Japan, Sept. 18-23. The tape-delayed ESPN telecast will air Sunday, Oct. 21 at 1 p.m. ET. The first event on American soil takes place Oct. 21-28 in Milwaukee, Wis., with the 2007 United States Bowling Congress (USBC) Masters, one of four Major events. The live ESPN televised finals will take place at the Milwaukee Brewers' Miller Park, Sunday, Oct. 28 at 1 p.m. ET.

About CLR

Jelmar, LLC, is a manufacturing and distributing company with a broad household cleaning product line including CLR, CLR Bath and Kitchen Cleaner, CLR Power Plumber, and the Tarn-X family of products. For more information about the CLR family of products, visit the Jelmar website at: www.jelmar.com. CLR and Tarn-X are registered trademarks of Jelmar, LLC.

About the PBA

The Professional Bowlers Association (PBA) features the best bowlers in the world competing in National, Regional and Senior Tour events. The organization has more than 4,000 members spanning 13 countries, and nearly one million viewers tune-in to watch the Denny's PBA Tour every Sunday on ESPN throughout the season. PBA sponsors include Bayer, Brunswick, Denny's, Etonic, Flomax, GEICO, Go RVing, H&R Block, Motel 6, Pepsi-Cola and the USBC, among others. For more information on the PBA, log on to www.pba.com.

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