



## PZ Cussons disposes of 1001 brand in UK

10 February 2004

PZ Cussons Plc announced today that it has signed a definitive agreement to sell its 1001 brand to the WD-40 Company.

1001 is a leading UK brand of carpet and upholstery care products.

PZ Cussons said the reason for sale was that it was increasingly focusing on its personal care business in the UK and felt that the 1001 brand had more potential in the hands of a business with specialist expertise. WD-40 has an established position in carpet care products in the USA.

The sale price is £6.2m in cash.

ENDS

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