



NEWS RELEASE

WD-40 Company Launches WD-40 Specialist(TM) Line

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SAN DIEGO, Aug. 26, 2011 /PRNewswire via COMTEX/ --

WD-40 Company (Nasdaq: WDFC) today announced the Company will start shipping three new products under the WD-40 Specialist name in late August. "We are pleased to announce the first shipments of our new WD-40 Specialist(TM) line, a portfolio of specialty problem-solving products aimed at the trade and doer enthusiasts. WD-40 Specialist wears the famous WD-40 trademark and the yellow shield," said Garry Ridge, WD-40 Company president and chief executive officer. "We plan to add new items as we roll out the full launch in the United States in January 2012, and in other geographic regions later that year. We have included a photo of the three products," said Ridge.

(Photo: <http://photos.prnewswire.com/prnh/20110826/LA58659>)

About WD-40 Company

WD-40 Company, with headquarters in San Diego, is a global consumer products company dedicated to delivering unique, high-value and easy-to-use solutions for a wide variety of maintenance needs of "doer" and "on-the-job" users by leveraging and building the brand fortress of the company. The company markets multi-purpose maintenance products - the WD-40® multi-use product, WD-40 Specialist(TM) products, 3-IN-ONE® and BLUE WORKS® - and eight homecare and cleaning product brands: X-14® mildew stain remover and automatic toilet bowl cleaners, 2000 Flushes® automatic toilet bowl cleaners, Carpet Fresh® and No Vac® rug and room deodorizers, Spot Shot® aerosol and liquid carpet stain removers, 1001® household cleaners and rug and room deodorizers, and Lava® and Solvol® heavy-duty hand cleaners.

WD-40 Company markets its products in more than 160 countries worldwide and recorded sales of \$322 million in fiscal year 2010. Additional information about WD-40 Company can be obtained online at <http://www.wd40company.com>.

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