



NEWS RELEASE

WD-40 Company is Getting Flexible With New WD-40 EZ-REACH

8/3/2015

SAN DIEGO--(BUSINESS WIRE)--WD-40 Company is introducing WD-40 EZ-REACH™ to better meet the needs of trade professionals and heavy DIYers who use WD-40® Multi-Use Product as part of their jobs.

“WD-40 EZ-REACH was designed with our end-users’ needs and wants in mind”

For more than 60 years, automotive and construction professionals and skilled tradesmen have used WD-40 Multi-Use Product to get their jobs done, but many have expressed the challenge of getting the formula into tight and hard-to-reach places.

The new WD-40 EZ-REACH, which features an attached, 8-inch flexible straw that bends and keeps its shape, allows users to get around corners and crevices to deliver the same WD-40 Multi-Use Product that trade professionals and DIYers know and trust.

“WD-40 EZ-REACH was designed with our end-users’ needs and wants in mind,” said Tim Lesmeister, vice president of marketing at WD-40 Company. “This new delivery system gives trade professionals and DIYers the ability to reach the unreachable and accomplish difficult tasks in overhead areas, under the sink plumbing components, or specific sections in motors and engines, among numerous other uses.”

For more information about WD-40 EZ-REACH and how it can help you get WD-40 Multi-Use Product into hard-to-reach places, visit WD.com/EZ.

About WD-40 Company

WD-40 Company is a global marketing organization dedicated to creating positive lasting memories by developing and selling products that solve problems in workshops, factories and homes around the world. The Company markets its multi-purpose maintenance products and its homecare and cleaning products under the following well-known brands: WD-40®, 3-IN-ONE®, GT85®, X-14®, 2000 Flushes®, Carpet Fresh®, no vac®, Spot Shot®, 1001®, Lava® and Solvol®.

Headquartered in San Diego, WD-40 Company recorded net sales of \$383 million in fiscal year 2014 and its products are currently available in more than 176 countries and territories worldwide. WD-40 Company is traded on the NASDAQ Global Select market under the ticker symbol "WDFC." For additional information about WD-40 Company please visit **WD40Company.com**.

Contacts

Nuffer, Smith, Tucker

Melissa Rubbelke

619/296-0605, ext. 269

mlr@nstpr.com