



Press Release

FOR IMMEDIATE RELEASE

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Barbicide Teams up with the St. Baldrick's Foundation to Help *Shave the Way to Conquer Kids' Cancer*

Sponsorship Provides Supplies and Support for Head Shaving Events around the Globe

LOS ANGELES (February 9, 2010) — The [St. Baldrick's Foundation](#), a non-profit organization dedicated to raising money to fund childhood cancer research, is honored to announce that Barbicide® (a product of King Research), has joined the fight to conquer kids' cancer as an official 2010 corporate sponsor. With a generous donation of products and support, Barbicide will help alleviate the costs incurred by barbers who generously donate their time and resources at St. Baldrick's head-shaving events. Barbicide products will help all barbers at St. Baldrick's events continue to adhere to strict health and safety standards. They will also host a St. Baldrick's event near their corporate headquarters in Milwaukee, Wis.

“We are proud and excited to have Barbicide join us in our mission to cure childhood cancer,” says Kathleen Ruddy, executive director for the St. Baldrick's Foundation. “Barbicide is a highly respected name in the barber and salon industries and a natural fit for St. Baldrick's. We are excited about our partnership and the opportunity to help make a difference in the lives of so many children and their families.”

King Research, the global leader in disinfecting and cleaning solutions for salon professionals, is known for its distinctly blue Barbicide disinfectant solution. Recent additions to the Barbicide product line include Barbicide wipes, hand sanitizer and disinfectant spray, which will be a valuable asset at the hundreds of St. Baldrick's head-shaving events world-wide.

“At King Research, we are committed to supporting charitable organizations that are making a real difference in people's lives,” says Alan Murphy, President of Barbicide. “St. Baldrick's is a great example of this through their support of research to fight childhood cancer. All of us at King Research are honored and proud to be part of this fight!”

St. Baldrick's has proudly shaved more than 108,000 heads around the world at more than 2,500 events. As 2010 marks the 10th anniversary of the first St. Baldrick's event, everyone is encouraged to do their part to support this worthwhile cause! To [locate](#) or [organize](#) an event in

your community, [sign-up to shave](#), [donate](#) or [volunteer](#), visit www.StBaldricks.org. You can also become a fan on [Facebook](#), follow us on [Twitter](#) and visit the St. Baldrick's [YouTube](#) channel.

About The St. Baldrick's Foundation

The St. Baldrick's Foundation makes grants to research institutions to find new cures for childhood cancer, and to find treatments to ensure a better quality of life for patients and survivors. The Foundation funds research projects conducted by established pediatric cancer experts, as well as younger professionals who will be the experts of tomorrow. Funds also enable hundreds of local institutions to participate in national pediatric cancer clinical trials, offering the best available care for every child. The St. Baldrick's Foundation is grateful to its many volunteers (bald or not!), donors and sponsors, including Allied World, Barbicide, Dowling & Partners, elope and PartnerRe. For more information about St. Baldrick's, please call 1-888-899-BALD or visit www.StBaldricks.org.

About King Research

Founded in 1947, King Research is the global leader in disinfecting and cleaning solutions for salon professionals. Known for their distinctly blue Barbicide® disinfectant solution, the company continues to grow with their new Barbicide® product line including Barbicide® Wipes, Barbicide® Hand Sanitizer and Barbicide® Spray Disinfectant. Headquartered in Milwaukee, Wisconsin, King Research reported more than 50 percent growth from 2006 to 2009, with future plans to expand their business in healthcare, agriculture and education. Visit www.barbicide.com or call 800.222.8160 to learn more.

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