



October 1, 2007

Dear Butcher's Distributor Partner:

We are announcing a price increase effective December 3, 2007 on Butcher's brand products.

Although we have implemented several productivity improvements this year, we continue to be impacted by raw material and freight cost increases. Our pricing plan is a result of a comprehensive analysis reflective of both our cost structure and marketplace dynamics. As a result, you will see varied increases across our portfolio. Increases will range from 0 – 10%; however, the overall weighted increase is estimated at 3%. Due to our focus on floor care productivity improvements, most of our floor finishes will have less than average or no increases.

Current pricing will be applied to all orders received on or before December 2, 2007, for shipment by December 15, 2007. All orders received on or after December 3, 2007, will be invoiced at the new pricing.

Please contact your Butcher's sales representative with any questions. Thank you for your continued business and support.

Sincerely,

A handwritten signature in blue ink that reads "Bill Taylor". The signature is written in a cursive, flowing style.

William M. Taylor
Vice-President and General Manager
JohnsonDiversey, Inc.
BG&E Business Group – North America