



May 1, 2008

Dear Valued Business Partner,

As the result of escalating crude oil and raw material prices, we are forced to implement a 6.0 % price increase, effective July 1, 2008, across the Johnson Wax Professional (JWP) product line.

We understand the impact this will have on your business and it was only after exhausting all other options that we made the difficult decision to increase pricing. Fuel and raw material costs alone continue to exceed our internal cost savings strategies and efficiencies.

As your business partner, we want to share what we are doing to hold down costs:

- Contracting with strong suppliers to leverage our global spend and drive down costs
- Investing in developing more concentrated and dispensed products in our portfolio
- Implementing a packaging strategy to reduce raw material usage
- Optimizing factory costs through lean processes and improved utilization
- Driving our one-truck-one-invoice from a centralized distribution point that reduces handling and freight costs
- Innovating dilution control improvements that help our customers optimize the use of our products and reduce waste

We anticipate many of you will want to pre-buy at month's end using our existing price level. To ensure you receive this discount, all orders must be received by close of business on Monday, June 23, 2008 and shipped within our normal three-day time frame.

Your JWP sales representative is equipped with the tools and knowledge to help you sell through this price increase. We are all dedicated to supporting you in any way we can. Thank you for your continued business.

Sincerely,

A handwritten signature in black ink that reads "Bill Taylor".

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