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JohnsonDiversey Chairman Announces Commitment to Carbon Footprint Company's Product Portfolio

*S. Curtis Johnson Calls on Industry to Recognize Carbon as Waste during remarks
at the WWF U.S. CEO Roundtable at COP15 Conference on Climate Change*

COPENHAGEN, Denmark – Dec. 13, 2009 – JohnsonDiversey Chairman S. Curtis Johnson today announced a new commitment by the company to establish carbon foot printing of its global product portfolio. The initiative will document the greenhouse gas (GHG) emissions of its portfolio and establish targets for improvement. JohnsonDiversey is the first company in the cleaning, sanitation and hygiene industry – and one of the first in any industry – to make this commitment.

“We’re going to blaze a trail that we expect others will follow in time,” said Johnson. “By taking the important step of carbon foot printing, we are sending a clear message to our industry and our suppliers that the environmental impact of producing our products is an essential component of how we do business.”

Johnson’s announcement came during a U.S. CEO’s Roundtable sponsored by the World Wildlife Fund (WWF) and was held in conjunction with the COP15 United Nations Conference on Climate Change. Joining Johnson in showing support for an international climate treaty was Muhtar Kent, Chairman and CEO of The Coca-Cola Company, James Rogers, President and CEO of Duke Energy and Galen Weston, Executive Chairman of Loblaw Companies.

Johnson emphasized the importance of changing the way industry views GHG emissions.

“Treating greenhouse gas as a form of waste creates a sea change in the perspective of how to address climate change,” said Johnson. “Once industry begins to treat greenhouse gas emissions as waste, business enterprises can factor it into their profit models and calculate a return on investment that spurs the creative private-sector action that will make a huge difference in our emissions.”

The new commitment to carbon foot printing follows JohnsonDiversey’s recent pledge to triple its reduction of GHG emissions under the WWF Climate Savers program. The company’s original industry leading pledge of a true 8 percent reduction from its baseline, made in 2008, is now 25 percent and will be achieved in the originally committed timeframe ending in 2013. The company will invest an estimated \$14 million to achieve the emissions reduction and will capture cost savings of approximately \$32 million.

“The way we look at the world, environmental stewardship is a business imperative, not just a climate issue,” Johnson said. “It’s not about being able to look ourselves in the mirror in the morning. For us, sustainability is a business model, not a buzz word. It’s a business model that drives economic value through greater efficiency and that creates goodwill in our people through greater responsibility to our planet.”

JohnsonDiversey is one of 22 companies in the Climate Savers program. In March, the alliance of companies announced an estimated 50 million tons of voluntary GHG reductions after a decade of action. These reductions are equivalent to taking over 11 million cars off the road or the annual emissions of Switzerland.

JohnsonDiversey has joined other Climate Savers members in supporting the “Let the Clean Economy Begin” campaign, which aims to persuade decision makers at the UN Climate Summit in Copenhagen in December to deliver an ambitious, fair and effective agreement to cut global greenhouse gas emissions.

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EDITORS NOTE: Selected video clips and other material from JohnsonDiversey Chairman Curt Johnson’s remarks at the WWF U.S. CEO Roundtable will be available for download and viewing at <http://www.influencexchange.com/jdtakeaction/> beginning Monday, December 14th.

ABOUT JOHNSONDIVERSEY

JohnsonDiversey Inc. is committed to a cleaner, healthier future. Its products, systems and expertise make food, drink and facilities safer and more hygienic for consumers and for building occupants. With sales into more than 175 countries, JohnsonDiversey is a leading global provider of commercial cleaning, sanitation and hygiene solutions. The company serves customers in the lodging, food service, retail, health care, and food and beverage sectors. JohnsonDiversey is headquartered in Sturtevant, Wisconsin, USA. In early 2010, JohnsonDiversey will change its name to Diversey, Inc. To learn more, visit www.johnsondiversey.com.

ABOUT WWF CLIMATE SAVERS

The **WWF Climate Savers** program was established in 1999 as a unique voluntary partnership. It has been a trend-setter in demonstrating that absolute greenhouse gas emission reductions do not impede business prosperity. Climate Savers companies are showing that reducing corporate carbon emissions makes business sense and should be a core element of business strategy.

The *Let The Clean Economy Begin* campaign unites the Climate Savers companies with a common message that it is possible to grow business while reducing carbon emissions. Through this campaign, Climate Savers companies are calling on their peers and political decision makers to make those changes necessary to move the world toward a clean economy. Visit cleaneconomy.panda.org to learn more.