



For Immediate Release

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WD-40 Company Becomes the Latest Corporation to Establish an Advised Fund at The San Diego Foundation *WD-40 Donation of at least \$300,000 to benefit military charities and honor those who serve or have served in uniform*

San Diego, CA (April 27, 2011) -- WD-40 Company has set up an advised fund with The San Diego Foundation for its Military Collectable Series. This series will honor the U.S. military by creating a collectable series of cans with special artwork recognizing all of the branches of the military. Consumers can support the effort by purchasing a can, with a portion of the proceeds benefiting military charities including Armed Services YMCA; the Wounded Warrior Project; and Veterans Medical Research Foundation.

The WD-40 program will run through Memorial Day of 2011, with a donation of 10 cents per can going to the charities. WD-40 has pledged to donate a minimum of \$300,000 (\$100,000 per charity). More information about the promotion is available at SupportTroops.WD40.com

“We chose The San Diego Foundation as our strategic, philanthropic partner to manage this charitable fund because of its outstanding reputation in the San Diego community and commitment to our brand and mission as it relates to our cause marketing endeavors,” said Garry Ridge, president and CEO of San Diego-based WD-40 Company,

Ridge, who also serves on The San Diego Foundation's board of governors as Vice Chair, Charitable Giving and External Relations, added, "Having The San Diego Foundation manage this fund empowers us to stay focused on our core business while capitalizing on The Foundation's experience and core competency in fund management, tax compliance and grant administration."

Bob Kelly, president and CEO of The San Diego Foundation, noted that the WD-40 fund is one of many supported by The San Diego Foundation team. "The Foundation has had long and esteemed corporate partnerships with numerous organizations including Cox Communications, H.G. Fenton, The San Diego Padres and The San Diego Chargers," said Kelly.

Kelly noted that leaders of industry such as Garry Ridge become more engaged with The San Diego Foundation and its mission as individuals and corporations align to causes and programs that are meaningful to them. These committed experts offer unique insights into grantmaking in areas ranging from arts and culture to science and technology and health and human services.

"We value our role as stewards of our donors' intentions," said Kelly. "The Foundation is dedicated to fulfilling our mission with the highest level of integrity in all our donor relations. This level of trust, built over 35 years, is what draws corporations to The San Diego Foundation for their social consciousness efforts. We believe our unique opportunity to convene civic leaders and engage the community solidifies this trust."

Kelly also shared, "The San Diego Foundation has close to 300 volunteers who offer their time and expertise on Foundation committees and working groups to help assure the success of the funds we manage. These community and business leaders are the lifeblood of our organization."

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About The San Diego Foundation

Founded in 1975, The San Diego Foundation's purpose is to promote and increase effective and responsible charitable giving. The Foundation manages more than \$500 million in assets, almost half of which reside in permanent endowment funds that extend the impact of today's gifts to future generations. Since its inception, The Foundation has granted more than \$700 million to the San Diego region's nonprofit community. For additional information, please visit the San Diego Foundation at www.sdfoundation.org.

About WD-40 Company

WD-40 Company, with headquarters in San Diego, is a global consumer product company dedicated to delivering unique, high-value and easy-to-use solutions for a wide variety of maintenance needs of "doer" and "on-the-job" users by leveraging and building the brand fortress of the company. The company markets three multi-purpose maintenance product brands – **WD-40®**, **3-IN-ONE®** and **BLUE WORKS™** – and eight homecare and cleaning product brands: **X-14®** hard surface cleaners and automatic toilet bowl cleaners, **2000 Flushes®** automatic toilet bowl cleaners, **Carpet Fresh®** and **No Vac®** rug and room deodorizers, **Spot Shot®** aerosol and liquid carpet stain removers, **1001®** carpet, household cleaners and rug and room deodorizers, and **Lava®** and **Solvol®** heavy-duty hand cleaners. *WD-40 Company markets its products in more than 160 countries worldwide and recorded sales of \$322 million in fiscal year 2010.*