

MEDIA ADVISORY

For Immediate Release – October 23, 2007

FLEET PHOSPHO-SODA CLASS ACTION COMMENCED IN CANADA

LONDON, ONTARIO – The law firm Siskinds ^{LLP} launched a class action today against C.B. Fleet Company, Inc. ("Fleet") regarding its oral laxative, Fleet Phospho-soda.

Fleet Phospho-soda has been marketed in Canada since 1987. Since then, the laxative has been commonly used as part of a bowel cleansing regimen in preparing for surgery, x-ray or endoscopic examination.

Use of Fleet Phospho-soda has been linked to an increased risk of developing renal damage and/or renal failure. A public advisory released in December 2005 cited rare reports of patients who experienced a reduction in kidney function, both temporarily and permanently, due to formation of calcium deposits in their kidneys subsequent to their use of Fleet Phospho-soda for bowel cleansing.

The Statement of Claim alleges that Fleet failed to adequately warn patients and physicians that Fleet Phospho-soda has been associated with an increased risk of developing renal damage and/or renal failure. Michael Eizenga, a partner with Siskinds ^{LLP}, says "We believe that through this lawsuit Fleet will be required to explain to Canadian consumers what it knew about the risks associated with Fleet Phospho-soda and when it first became aware of those risks. In this case, as with all of these types of cases, we are concerned about whether Canadians were adequately warned of the risks associated with using the product in question."

It is too early at this stage to quantify the claims of potential class members, but it is anticipated that the amount is significant. Canadians who have experienced adverse events from using Fleet Phospho-soda are encouraged to visit www.classaction.ca or to call 1-800-461-6166. Quebec residents can contact Claude Desmeules at (418) 694-2009.

For further information: Please contact Michael Eizenga at (519) 660-7820 or Matthew Baer at (519) 660-7782.