

**Johnson & Johnson Healthcare Products
Division of McNEIL-PPC, Inc.**

June __, 2007

Dear Valued Customer:

As a valued customer, we are writing to inform you of a recent security breach that occurred with our outside data vendor, Alta Resources Corporation, and to describe some steps that are being taken and that you can take to limit its impact on you. Any security incident is unacceptable to us, and we are working with our vendor to take appropriate action to assess, address and correct the situation.

With your permission, your credit card information was used to order Listerine® branded products from www.listerineprofessional.com. (The Listerine® business was recently acquired by Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc. from Pfizer Consumer Healthcare.) Alta has informed us that your credit card information may have been disclosed to persons outside of Alta by a former Alta employee. You should consider canceling your card and getting a replacement. We also recommend that you review your credit card statements for the past six months for unauthorized charges, carefully monitor your credit card account and report any suspicious activity immediately to your credit card company. You also may wish to contact the fraud department of one of the three major credit bureaus -- Equifax, TransUnion or Experian -- and ask them to flag your file with a fraud alert and to include a statement that creditors should get your permission before opening any new accounts in your name. Contact information for the credit bureaus is as follows:

- Trans Union, P.O. Box 1000, Chester, PA 19016-1000 (1-800-680-7289)
- Experian (formerly TRW), P.O. Box 9532, Allen, TX 75013 (1-888-397-3742)
- Equifax, P.O. Box 105069, Atlanta, GA 30348 (1-800-525-6285)

To help you monitor your credit card activity, enclosed is an offer for a free, 6-month subscription to IDENTITY GUARD® CREDITPROTECTX3SM, a credit monitoring service. We recommend that you take advantage of this complimentary subscription.

Alta has recently implemented a new Payment Card Industry (PCI) Data Security Standard, which is recognized as the most stringent across the industry.

Thank you for your continued support of Listerine® products, and we again apologize for this situation. If you have any questions about this situation, please call Greg Dove or Adrienne Keller at 888-387-4673.

Sincerely,

NAME

COMPLIMENTARY SERVICE OFFER: At our expense, we would like to offer you a free 6-month subscription to a credit monitoring and identity theft protection service called IDENTITY GUARD[®] CREDITPROTECTX3SM. This service will provide you with a copy of your credit report, monitor your credit files at all three major credit reporting agencies and notify you of certain suspicious activities that could indicate potential identity theft. This program is provided by Intersections Inc., a leading provider of identity theft protection and recovery services to the customers of many of North America's largest financial services companies.

CREDITPROTECTX3 features include:

- 3-Bureau Credit Report
- 3-Bureau Daily Monitoring & NOTIFY EXPRESSSM Alerts
- 3-Bureau Credit Scores
- Quarterly Credit Update with Updated Scores
- "No News is Good News" Notifications
- Identity Theft Recovery Unit
- Credit Education Specialists
- Online Resources & Tools
- Up to \$20,000 identity theft insurance at no additional cost to you (after \$250 deductible)*

If you wish to take advantage of this comprehensive monitoring service, you must enroll by September 18, 2007.

ENROLLMENT PROCEDURE: To activate this coverage please visit the URL listed below and enter the redemption code. The redemption code provided is required for enrollment.

URL: www.identityguard.com/alert
Redemption Code: XXXXXXXXXXXX

When log on to enroll, you will need to provide the following information:

- Mailing Address
- Phone Number
- Social Security Number
- E-mail Address
- Redemption Code

Please note: If you have requested a current fraud alert hold on your credit file, you will need to select "offline delivery" during the enrollment process. This means that alerts and information will be sent to you by U.S. mail. Once enrolled, you can call the Identity Guard Service Center to change delivery of information to e-mail if you prefer.

*Insurance underwritten by Travelers Casualty and Surety Company of America and its property casualty affiliates, Hartford, CT 06183. Coverage for all claims or losses depends on actual policy provisions. Availability of coverage can depend on underwriting qualifications and state regulations. Coverage not available for residents of New York.