

FORWARD – LOOKING STATEMENTS

Unless otherwise indicated, "JohnsonDiversey," "we," "us," "our," or "the Company" refer to JohnsonDiversey, Inc. and its consolidated subsidiaries.

We make statements in this annual report that are not historical facts. These "forward-looking statements" can be identified by the use of terms such as "may," "intend," "might," "will," "should," "could," "would," "expect," "believe," "estimate," "anticipate," "predict," "project," "potential," or the negative of these terms, and similar expressions. You should be aware that these forward-looking statements are subject to risks and uncertainties that are beyond our control. Further, any forward-looking statement speaks only as of the date on which it is made, and except as required by law, we undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which it is made or to reflect the occurrence of anticipated or unanticipated events or circumstances. New factors emerge from time to time that may cause our business not to develop as we expect, and it is not possible for us to predict all of them. Factors that may cause actual results to differ materially from those expressed or implied by the forward-looking statements include, but are not limited to, the following:

- our ability to successfully complete the integration of the DiverseyLever business, including the achievement of cost and tax savings;
- our ability to execute any of our business strategies;
- changes in general economic and political conditions, interest rates, and currency movements, including, in particular, exposure to foreign currency risks;
- the vitality of the institutional and industrial cleaning and sanitation market, particularly those sectors adversely affected by the current economic downturn, and the printing and packaging, coatings and plastics markets;
- restraints on pricing flexibility due to competitive conditions in the professional and polymer markets;
- the loss or insolvency of a significant supplier or customer;
- effectiveness in managing our manufacturing processes, including our inventory, fixed assets and system of internal control;
- changes in energy costs, the costs of raw materials and other operating expenses;
- our ability and the ability of our competitors to introduce new products and technical innovations;
- the costs and effects of complying with laws and regulations relating to the environment and to the manufacture, storage, distribution, and labeling of our products;
- the occurrence of litigation or claims;
- changes in tax, fiscal, governmental, and other regulatory policies;
- the effect of future acquisitions or divestitures or other corporate transactions;
- adverse or unfavorable publicity regarding us or our services;
- the loss of, or changes in, executive management or other key personnel;
- natural and manmade disasters, including acts of terrorism, hostilities, or war that impact our markets; and
- conditions affecting the food and lodging industry, including health-related, political, and weather-related.