



**Church & Dwight Co., Inc.**

CHD NYSE

Household Products

Market Capitalization USD:

**\$6,345.64 mm****CONCERN LEVEL: LOW**

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration. 
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

**CEO: James R. Craigie****Age: 58****CEO Since: 2004**

	2009	2010	2011
<b>Base Salary</b>	\$868,750	\$893,750	\$922,500
<b>Discretionary Bonus</b>	\$0	\$0	\$0
<b>Annual Cash Incentive</b>	\$1,676,700	\$1,108,300	\$0
<b>Benefits and Perquisites</b>	\$340,806	\$307,836	\$214,718
<b>TOTAL ANNUAL COMPENSATION</b>	<b>\$2,886,256</b>	<b>\$2,309,886</b>	<b>\$1,137,218</b>
<b>Increase in Post-Retirement Benefits</b>	\$0	\$0	\$0
<b>Stock Option Awards</b>	\$1,918,869	\$1,799,080	\$1,890,882
<b>Stock Awards</b>	\$42,503	\$86,835	\$44,704
<b>TOTAL COMPENSATION</b>	<b>\$4,847,628</b>	<b>\$4,195,801</b>	<b>\$3,072,804</b>
<b>Median of Other Named Executive Officers Total Compensation</b>	\$1,149,618	\$1,017,736	\$940,282
<b>Value Realized on Exercise of Stock Option</b>	\$0	\$0	\$3,909,906
<b>Value Realized on Vesting of Stock</b>	\$62,652	\$51,752	\$112,655
<b>TOTAL REALIZED EQUITY COMPENSATION</b>	<b>\$62,652</b>	<b>\$51,752</b>	<b>\$4,022,561</b>

Proxy Date: 23 Mar 2012

Annual Meeting Date: 3 May 2012

Equity Reserves: 7.94%

Stock Option Run Rate: 0.89%

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## Performance Comparison

■ S&P500 ■ Industry ■ CHD



## Peer Comparisons (TRBC) = Non-Cyclical Consumer Goods / Services

### Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
CHD	Church & Dwight Co., Inc.	\$4,847,628	\$4,195,801	\$3,072,804	\$6,345,638,460
NWL	Newell Rubbermaid Inc.	\$8,416,539	\$11,904,601		\$3,674,316,480
EL	Estee Lauder Companies Inc. (The)	\$6,060,811	\$14,372,042		\$17,037,102,155
RAH	Ralcorp Holdings, Inc.	\$1,486,410	\$6,498,356	\$1,503,201	\$4,229,315,178
SWY	Safeway Inc.	\$10,901,895	\$10,994,903		\$5,820,500,000
SLE	Sara Lee Corporation	\$15,231,519	\$12,969,363		\$9,658,041,808
SYU	Sysco Corporation	\$5,183,110	\$5,933,638		\$15,278,491,015

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

### Pay Peer Group

American Greetings Corporation, Mad Johnson Nutrition Company, Central Garden & Pet Company, McCormick & Company Incorporated, Chiquita Brands International, Inc., Nu Skin Enterprises, Inc., The Clorox Company, Perrigo Company, Coca-Cola Bottling Co. Consolidated, Ralcorp Holdings, Inc., Cott Corporation, Revlon, Inc., Del Monte Foods Company, The Scotts Miracle-Gro Company, Energizer Holdings, Inc., The J. M. Smucker Company, Flowers Foods, Inc., Spectrum Brands, Inc., Hsbro, Inc., TreeHouse Foods, Inc., The Hershey Company, Tupperware Brands Corporation, Jarden Corporation, United National Foods, Inc.

### Performance Peer Group

NA

## COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Thelma Rosie Albright	Chairman	65	Female	8	Outside
Penrv W. Price	Member	43	Male	1	Outside
Ravichandra K. Saliaram	Member	55	Male	6	Outside

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