PRESS RELEASES

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Ecolab Introduces Soil-A-Way, the Complete Cleaning System

ST. PAUL, Minn., March 1, 2002-Ecolab has introduced a new line of products specifically for independent food service retailers and regional chains.

Soil-A-Way, the Complete Cleaning System, includes products that meet nearly every foodservice cleaning need from machine detergents to floor cleaners in convenient pack sizes. The product line includes high-temp and low-temp machine detergent and rinse agents, pot and pan, presoak, quat sanitizer, floor cleaner, and glass cleaner.

Food service retailers will like the small pack sizes and low case prices offered through Soil-A-Way. All products come in both one-gallon and 2.5-gallon sizes, tailored to meet the independent foodservice segment needs. All products feature self-sealing, closed-bag packaging and controlled dispensing through a touch of a button.

"Soil-A-Way is a superior chemistry that is dispensed, giving the customer control over waste and misuse," says Juan Colmenares, product line manager, Machine Warewashing, Ecolab Institutional division. "Our customers like Soil-A-Way because it's attractive value proposition, which is translated in excellent product and valuable Ecolab service for the right price. Plus the product line has a functional design, which delivers space savings with a professional look."

Soil-A-Way products give retailers more control over their cleaning program via:

- Cost control. Food service retailers can control the total cost of their cleaning program through concentrated chemistry that uses less product, unique closed packaging that eliminates product overconsumption, and dispensers that automatically mix products in correct concentrations at the touch of a button.
- Clean control. Soil-A-Way delivers a cleaner operation through superior formulas, a system that meets all foodservice cleaning needs, and cleaning results that lead to enhanced reputation and satisfied customers.
- Hassle control. Soil-A-Way helps food service operators avoid worry about their cleaning needs because of Ecolab's service and 24/7 support for the product line, complete employee training, and a complementary program to help with health inspection and employee safety issues.

The Soil-A-Way products come in a color and icon-coded system to make it easier for employees to use the correct product. For additional information about Soil-A-Way, the Complete Cleaning System, call 1-800-35-CLEAN.

With global sales exceeding $3 billion, Ecolab is the leading global developer and marketer of premium cleaning, sanitizing, maintenance and pest elimination products and services for the hospitality, institutional and industrial markets. Ecolab shares are traded on the New York Stock Exchange and the Pacific Exchange under the symbol ECL.

Ecolab news releases and other investor information are available on the Internet at www.ecolab.com and by telephone at 1-800-FACT-ECL.
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