PRESS RELEASES

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Ecolab to Introduce Advanced Technology and Powerful Marketing Programs at Car Care World Expo 2007

ST. PAUL, Minn., Mar 08, 2007 (BUSINESS WIRE) -- Ecolab will debut several new technologies at the International Carwash Association (ICA) Car Care World Expo 2007, March 26 - 28 in Las Vegas, Nevada, including Blue Coral(R) SolidPower(TM) Hi pH Chemistry, the i-Style(TM) merchandising program and Tools on Demand(TM) Real-Time Information System.

New advanced cleaning technology for the Blue Coral SolidPower System will be showcased at the event, including the Blue Coral SolidPower Hi pH Chemistry and two new dispensing systems. Only Ecolab offers this groundbreaking cleaning program combining the most concentrated detergent with simple, convenient and consistent dispensing technology.

"We are very excited to be unveiling our newest technology and marketing programs at the Car Care World Expo. Our ongoing investment in innovation continues to allow us to deliver products and services intended to accelerate growth in the car care industry," says Gaetan Lambiase, vice president and general manager of Ecolab Vehicle Care.

To augment an already successful launch of the Rain-X(R) Online Protectant Program, Ecolab will also announce its new i-Style(TM) merchandising program to help car wash operators capitalize upon incremental growth opportunities. The new marketing materials utilize clean, appealing visual merchandising, including powerful imagery for an emotional impact. "The i-Style program helps wash operators connect with their target market using imagery and headlines that catch the consumers' attention to influence their buying behavior," adds Lambiase.

Merchandising for i-Style is offered in traditional messaging formats including windscreens, banners, menus and pump toppers. By featuring key value messaging centered around Ecolab Vehicle Care retail brands - Blue Coral(R), Rain-X(R) and Black Magic(R) - i-Style allows wash operators to communicate the value of cleaning, protecting and shining more effectively.

Ecolab will also introduce its new Tools on Demand(TM) Real-Time Information System at the expo. By using Tools on Demand at the point of service, our service specialists will be able to provide owner/operators immediate information for their business and operational analysis.

For more information on Blue Coral SolidPower, the i-Style merchandising program, and Tools on Demand Real-Time Information System, visit Ecolab Vehicle Care at the Car Care World Expo 2007 Booth 2432.

With 2006 sales of $5 billion and more than 13,000 sales-and-service associates, Ecolab Inc. (NYSE:ECL) is the global leader in cleaning, sanitizing, food safety and infection control products and services. Ecolab delivers comprehensive programs and services to the foodservice, food and beverage processing, healthcare, and hospitality markets in more than 160 countries. More news and information is available at www.ecolab.com.

(ECL-P)

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