PRESS RELEASES

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Ecolab Introduces Clearly Soft and ZephAir

ST. PAUL, Minn., Nov 12, 2007 (BUSINESS WIRE) -- Ecolab Inc. has introduced Clearly Soft(TM) Liquid Fabric Softener and ZephAir(TM) Air and Fabric Refreshers, new products formulated to keep linens at their whitest and deliver odor-fighting freshness. The items officially debuted at the International Hotel/Motel & Restaurant Show held in New York City, November 10-13, 2007.

"Ecolab partners with customers throughout the industry to provide comprehensive solutions designed to keep their facilities First-Guest-Fresh," said Colleen Dillon, Ecolab Vice President of Marketing. "With Clearly Soft and ZephAir, we are providing more customizable solutions for our customers in the areas most critical to an operation's success: guest satisfaction and operational efficiency. Additionally, Clearly Soft's phosphate-free formula helps to reduce their overall environmental footprints."

Clearly Soft gives towels, bedding, bathrobes and other fabrics a luxurious softness and a fresh, clean springtime scent that delivers the restful, upscale experience today's hospitality guests expect. Clearly Soft allows for flexible dosing so that hospitality operators can choose the level of softness and fragrance they provide to their guests.

ZephAir, meanwhile, tackles the toughest odors, eliminating them quickly, safely and completely. This superior odor-fighting formulation uses an advanced, new technology that bonds to odor molecules and removes them from the air. Effective on smoke, musty, urine and food odors, ZephAir is clear and colorless and can safely be used on curtains, upholstery, linens, bedspreads, carpets, rugs and a variety of other fabrics. Customers can choose from two scents: Gentle Floral and Mountain Mist.

With 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 prevention 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)

SOURCE: Ecolab Inc.

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