

PRESS RELEASES

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Ecolab Blends Top-of-the-Line Vehicle Care Products with Environmental Stewardship

ST. PAUL, Minn., May 12, 2010 (BUSINESS WIRE) -- Ecolab Inc. today announced the launch of its new Blue Coral^(R) 1-Step Wheel Cleaner, and its improved Black Magic^(R) Online Tire Dressing formula. The announcement was made at the 2010 International Carwash Association Car Care World Expo in Las Vegas.

Blue Coral 1-Step Wheel Cleaner is a highly concentrated, hydrofluoric acid-free cleaning formula for automated car washes. Its foaming alkaline solution clings to wheels to ensure thorough cleaning and is effective on all regional soils.

Ecolab also reformulated its Black Magic Online Tire Dressing, delivering a more durable, uniform and heightened glossy shine. The water-based, quick-dry formula is designed for the automated carwash environment and formulated to work with all current online tire dressing applicators.

"Current research indicates consumers gauge the quality of their car washes by how shiny their tires look and if wheels are thoroughly cleaned," said Julie Moore, vice president and general manager of Ecolab Vehicle Care. "Our two new products, supported by our service and training on industry best practices, are aimed at delivering that superior looking tire that will 'wow' the car wash consumer and help drive repeat business for car wash operators."

As with all products in the Ecolab Vehicle Care line, the new Blue Coral 1-Step Wheel Cleaner and the improved Black Magic Online Tire Dressing are VOC-compliant throughout North America, and are free of controversial ingredients such as phosphate, NPE Surfactants and APE surfactants which are of concern to some customers, supporting the company's environmentally responsible strategy and further supporting its Blue Coral Beyond Green sustainability program.

With sales of \$6 billion and more than 26,000 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 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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