

## PRESS RELEASES

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### **Ecolab's Smart Care<sup>SM</sup> Program Proactively Keeps Foodservice Operations Running Efficiently**

CHICAGO--(BUSINESS WIRE)-- Ecolab debuted its Smart Care<sup>SM</sup> program for commercial kitchen equipment at the 2011 National Restaurant Association Show (NRA 2011). Smart Care is a proactive service program designed to help foodservice operators increase kitchen equipment up time, reduce operating costs, improve food quality and safety, and maximize the return on kitchen equipment assets.

The program provides customers with a comprehensive solution for managing their critical kitchen equipment. It brings together Ecolab's deep expertise in kitchen equipment maintenance, repair, replacement parts, and overall asset management. Ecolab's professional technicians will perform regularly scheduled maintenance and provide customers with same-day service for emergency repairs. Smart Care also includes Unit-Trax<sup>SM</sup> Asset Management reports, which give customers access to real-time information on their spending and equipment performance.

"We are committed to helping our customers maximize business results by providing innovative solutions coupled with superior service delivered by our experienced technicians," said Gaetan Lambiase, vice president and general manager of Ecolab Equipment Care. "Our ongoing investment in innovation and technology continues to allow us to deliver services intended to keep our customers up and running and improve operating efficiency."

For more information on the Smart Care program, visit Ecolab Equipment Care at the NRA Show 2011, Booth #3600.

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](http://www.ecolab.com).

(ECL- P)

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**Ecolab Inc.**

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