

## PRESS RELEASES

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### Ecolab Again Named to Forbes' List of World's Most Innovative Companies

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab (ECL) has been named to *Forbes* magazine's 2013 list of "The World's Most Innovative Companies," ranking 33rd out of 100 companies on the list that will appear in the Sept. 2 issue of *Forbes*. The magazine has named Ecolab to every "World's Most Innovative Companies" list since the annual ranking began in 2011.

"Innovation is the cornerstone of our success, and vital to achieving our purpose of making the world cleaner, safer and healthier," said Douglas M. Baker, Jr., Ecolab chairman and CEO. "We're committed to finding new and better solutions for the challenges our customers face around the world."

Ecolab's more than 1,600 scientists work within a global network of 16 R&D facilities and focus on water chemistry, antimicrobial science, oil and gas process technology, and automation and dispensing solutions for the company's global customer base. In 2012, Ecolab invested \$183 million in research and development.

"Our innovation process involves a holistic view of the environmental, economic and social impact of a product across its life cycle," said Dr. Larry Berger, Ecolab chief technical officer and executive vice president, Research, Development & Engineering. "This approach is foundational to our ability to help customers realize dramatic performance improvements and sustainability goals."

According to *Forbes*, the "innovation premium" used to rank companies is calculated by projecting a company's cash flows from existing businesses, anticipated growth from those businesses and the net present value (NPV) of cash flows. The NPV of cash flows from existing businesses is compared with a current capitalization. Companies with a current market capitalization above the NPV of cash flows have an innovation premium built into their stock. To be considered for the list, companies need seven years of public financial data and \$10 billion in market capitalization.

The 2013 "World's Most Innovative Companies" list can be found in the Sept. 2 issue of *Forbes* and online at <http://www.forbes.com/innovative-companies/>.

#### About Ecolab

A trusted partner at more than one million customer locations, Ecolab (ECL) is the global leader in water, hygiene and energy technologies and services that protect people and vital resources. With 2012 sales of \$12 billion and 44,000 associates, Ecolab delivers comprehensive solutions and on-site service to promote safe food, maintain clean environments, optimize water and energy use and improve operational efficiencies for customers in the food, healthcare, energy, hospitality and industrial markets in more than 170 countries around the world.

For more Ecolab news and information, visit [www.ecolab.com](http://www.ecolab.com).

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