

PRESS RELEASES

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2013 Seven-Star Awards Recognize Contributions to Food Safety

Award program co-organized by Ecolab honors food safety practices that increase transparency and reliability of the food chain in China

SHANGHAI--(BUSINESS WIRE)-- The third annual Seven-Star Awards, the most prestigious food industry award program in China, were presented today at a ceremony in Shanghai to honor food manufacturing, food retail and food service enterprises for their efforts to promote food safety. Thirty leading food enterprises received Seven-Star Awards through this year's program, which is organized annually by Ecolab and China Business News (CBN), with technical support from the Chinese Institute of Food Science and Technology (CIFST).

"The Seven-Star Award program promotes industry best practices and encourages China's food enterprises to establish strong management control systems," said Tim Wang, senior vice president and general manager, Ecolab Greater China. "As a leading provider of innovative food safety products and programs, Ecolab is proud to work collaboratively with the entire industry to build a robust food safety system in China that inspires consumer trust."

Launched in May, the 2013 Seven-Star Award evaluation process was led by a review committee consisting of experts from Ecolab, CIFST and the CBN Research Institute. The committee selected leading food safety enterprises in the categories of food service, food retail and food manufacturing.

Comprehensive surveys, interviews and assessments were used to determine the 2013 award recipients. Enterprises were evaluated on their efforts to promote a food safety-centric culture, provide appropriate employee training, manage suppliers and distributors effectively, and commitment to food safety social responsibility, among other indicators.

"Each year, we see more food enterprises intensify their food safety management control systems and work to further integrate this concept into their corporate culture," said Ms. Meng Suhe, president of CIFST. "Through the Seven-Star Award program, we are helping enterprises implement advanced food safety protocols and leading the way in the sound development of China's food industry."

The award ceremony was held in conjunction with the annual conference of China's Seven-Star Convention Alliance in Food Safety. The Seven-Star Alliance, founded by Ecolab and CBN, is an organization of food industry experts and enterprises that advocates for food safety within China. Based on the practices of the China Seven-Star Convention, the alliance connects government, industry organizations, food safety experts, enterprises, media and the public to strengthen food safety awareness and improve the overall quality of food in China.

During the event, Tim Wang and Ling Yun, vice general manager of CBN, announced plans for the Seven-Star Alliance over the next three years, including the implementation of a secretary's office to lead management of the award program. In 2014, food safety seminars will be launched for members of the media, allowing industry experts to educate the media on general food safety knowledge and to collaborate on the promotion of food safety practices within China. The alliance also will organize additional industry workshops and public education initiatives to promote proper food safety practices.

About the Seven-Star Award

The Seven-Star Award is the most authoritative food safety recognition program in China and is organized annually by Ecolab and China Business News (CBN) with support from the Chinese Institute of Science and Food Technology (CIFST). The program combines government food safety initiatives with efforts from food enterprises, experts, media and the general public to maximize corporate social responsibility and social value within the food industry. For more information, visit food.yicai.com.

About the Seven-Star Convention Alliance

The Seven-Star Convention Alliance, founded by Ecolab and China Business News, is a national and industry organization of food industry experts and enterprises that advocates for food safety within China. Based on the practices of the China Seven-Star Convention, the alliance connects government, industry organizations, food safety experts, enterprises, media and the public to strengthen food safety awareness and improve the overall quality of Chinese food enterprises.

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.

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