



Ecolab Introduces Car Wash Industry's First Complete Surface Protectant

ST. PAUL, Minn.--(BUSINESS WIRE)--June 15, 2005--The Ecolab Vehicle Care Division announced that it has introduced Rain-X® Online Protectant, the car wash industry's first complete surface protectant, designed to deliver increased shine, water repellency and more durable protection to a vehicle's glass, chrome, trim and paint.

Rain-X Online Protectant features Ecolab's most advanced polymer and protectant technology, including a special polymer formulation engineered to create a water repellant layer that chemically bonds to all exterior vehicle surfaces, then cures to the surfaces to provide better water beading and sheeting, longer lasting results and a safer driving experience.

According to Dr. Altony Miralles, principal chemist at Ecolab, Rain-X Online Protectant's effect can be measured by the increased contact angle of water droplets on the vehicle's surface.

"Increasing the contact angle means that the water beads up completely and sheets off easily to produce a dryer car," Miralles said. "And because it bonds and cures to the surface, the protection and performance last longer."

Designed to work on multiple vehicle surfaces - including glass, paint, trim and chrome - Rain-X Online Protectant's bright yellow color, berry fragrance and medium foam profile will add to a positive customer car wash experience.

"What's most exciting about this launch," said Ecolab Vehicle Care Director of Marketing, John Mark Reimann, "is the public's recognition of the Rain-X brand. Combined with the product's high shine, water repelling properties and multi-surface performance, we're confident that Rain-X Online Protectant will help car wash operators pull new customers into their car wash - and keep them coming back."

To better enable car wash operators to grow sales with Rain-X Online Protectant, Ecolab also introduced a full line of marketing and promotion materials, called the Rain-X Complete Surface Protectant customer marketing program. This program features marketing, messaging and promotional items for both in-bay and tunnel car washes, and includes two dispensing arch options as well as a dispensing system that bolts onto an existing arch.

More details on the Rain-X Online Protectant and Rain-X Complete Surface Protectant marketing program are available at Vehicle Care's page on the www.ecolab.com website, or by contacting the Vehicle Care Division directly at 1-877-ECO-WASH.

With 2004 sales of \$4.2 billion, Ecolab is the leading global developer and marketer of premium cleaning, sanitizing, pest elimination, maintenance and repair products for the hospitality, foodservice, institutional and industrial markets. Ecolab shares are traded on the New York Stock Exchange under the symbol ECL.

Ecolab news releases and other investor information are available on the Internet at www.ecolab.com.

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