



Simply Fragrance by Ecolab Debuts at the International Hotel/Motel & Restaurant Show

ST. PAUL, Minn., Nov 12, 2006 (BUSINESS WIRE) -- Ecolab Inc. introduced Simply Fragrance, an innovative new fragrance product for the hospitality industry, today at the International Hotel/Motel & Restaurant Show being held in New York City, November 12 -14, 2006. Simply Fragrance is an air freshener that delivers a precise dose of pure designer fragrance and odor neutralizer via a unique hydrogen fuel cell device. Its advanced design provides a consistent level of scent for 60 days without the use of batteries.

"The convenience and long lasting air freshening power offered by Simply Fragrance helps hotel operators improve their guest experience by creating a pleasant environment with scent," said Michael Johannsen, vice president and general manager of hospitality, healthcare and commercial facilities at Ecolab. "Simply Fragrance lasts longer to keep rooms smelling as fresh on the sixtieth day as they were on the first day."

The design of Simply Fragrance uses a fuel cell to create hydrogen within the fragrance chamber. As each molecule of hydrogen is created, it pushes an equal volume of fragrance from the chamber to be distributed throughout the room by natural air flow. Simply Fragrance comes in five scents providing an array of intensities, including: Ocean Breeze, Spring Blossoms, Juniper Splash, Fresh Mint, and Mandarin Blast.

The silent, low-profile, non-aerosol Simply Fragrance dispenser is suitable for front-of-house restrooms, bar areas, health clubs, hallways on smoking floors and other public spaces where a more discreet dispenser is preferred. Simply Fragrance lasts twice as long as the average gel air freshener so requires less frequent replacement. It can also be used in applications such as back-of-house restrooms, laundry areas, loading docks and other areas where odor elimination is a concern.

With 2005 sales of \$4.5 billion, Ecolab is the leading global developer and marketer of premium cleaning, sanitizing, pest elimination, maintenance and repair products and services for the hospitality, foodservice, healthcare 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 <http://www.ecolab.com>.

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