

AMIDST A DIRTY ECONOMY, DRY CLEANING PRODUCT PROVIDES CLEAN, GREEN ALTERNATIVE

New dry cleaning alternative resonates with both environmental and inflation-sensitive consumers.

Portland, Oregon – August 13, 2008 – The Nation’s gloomy economy with perpetually haunting prices at the pump continues to challenge consumers, demanding people to think outside the box and consider greener, more fiscally efficient alternatives. Resourceful, environmentally conscious and thrifty consumers alike are learning new ways to drive less, spend less and save more. Headlines and news stories across the country are overflowing with evidence of increased car-pooling, energy efficient light bulbs, reusable grocery bags, and other easy ways consumers can both, stretch a dollar and help the environment.

The Dry Cleaning business is no exception. With inflation pushing prices to all time highs, the latte that mysteriously left it’s mark on your blouse Monday morning now has easier, less expensive alternatives than the usual trip to the dry cleaners. Many discerning consumers are now flocking to a new product that not only cleans your best garments, but also saves you money and improves your carbon footprint by keeping your car off the road, decreasing the frequency of your trips to the good ol’ dry cleaner.

Although not originally developed to save the planet, Woolite Dry Cleaner’s Secret® is having an impact in more ways than one would naturally imagine. “With the state of the economy, people are finding new ways to “dry clean” from home. Dry Cleaner’s Secret is less expensive, much more environmentally friendly and more accessible than professional dry cleaning,” explained Dry Cleaner’s Secret President, Scott Heim. “Products like ours may be the solution for today’s consumers – those battling inflation, working hard to pay rent or a mortgage, avoiding price gouging at the pump, while hoping to reduce their environmental impact.”

Americans spend over \$9 billion each year on dry cleaning. Many items traditionally taken to the cleaners can be safely cleaned and refreshed with the Woolite Dry Cleaner’s Secret at home, including: acetates, cashmere, cotton, linen, ramie, rayon, silk, synthetics and wool. Woolite Dry Cleaner’s Secret is non-toxic and safe for any gas or electric dryer. According to Heim, “Many people take their clothes to a traditional dry cleaner out of habit, and about 80% of consumers use the service to remove odors and refresh their clothes, rather than to treat serious stains.”

Dry Cleaner's Secret, developed by a master dry cleaner, has already sold more than 40 million cleaning packets worldwide. Woolite Dry Cleaner’s Secret is a Dry, Inc product. For more information, visit: www.drycleanerssecret.com