

Contact: LeAnne Williams, Dry, Inc.
+1 (503) 977-9204
6932 SW Macadam Avenue Suite A
Portland, OR 97219

Contact: Angela Farrugia,
Group Managing Director, The Licensing Company
+1 (212) 413-0880
angela@theicensingcompany.com

WOOLITE® DRY CLEANER'S SECRET® LAUNCHES 2008

Keep Your Clothes Looking Like New!

Parsippany, New Jersey- March 4, 2008-- Dry Cleaner's Secret® teams up with Reckitt Benckiser to license the Woolite® brand for the new 2008 Woolite® Dry Cleaner's Secret® at home dry cleaning product. Now, quick and easy dry cleaning can be done at home in just three easy steps. Each Woolite® Dry Cleaner's Secret® cleaning cloth can clean and refresh up to 4 garments, saving an average of \$20 in dry cleaning costs per single sheet use, with clothes coming out of the dryer refreshed, essentially wrinkle-free and ready to wear.

The Woolite® brand has always been synonymous with "refreshing and protecting" your clothing. Reckitt Benckiser is extending these values across laundry categories with the Woolite® brand - the most natural immediate fit being your clothing that needs that little extra care. "We are delighted to be working with the innovators in home dry cleaning, Dry Inc. Woolite® is all about protecting clothes in the laundry process, and this alliance allows the brand to extend the protection benefit to dry clean only clothes in the dryer," said Kevin McFarthing, Global Alliance Director at Reckitt Benckiser.

Americans spend over \$9 billion each year on dry cleaning. Many items previously taken to the cleaners can be safely cleaned and refreshed with the Woolite® Dry Cleaner's Secret® at home dry cleaning, 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 Dry Cleaner's Secret® president Scott 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, not to treat serious stains."

The Woolmark Company, owner of the world famous Woolmark® and the world's leading wool textile organization, endorses the Dry Cleaner's Secret® process and at home dry cleaning product for refreshing garments safely at home. "We've found this at home dry cleaning product is one of the gentlest ways to care for wool garments and endorse using this brand in between dry cleanings," said Carl Brescia, vice president, sales for The Woolmark Company.

The new product will begin shipping in the early part of 2008 to a variety of grocery, drug and mass merchant stores across the U.S. Using Woolite® Dry Cleaner's Secret® creates ease of use for home dry cleaning while saving time and money – “re-freshening” your dry cleaning items at home, while protecting your clothes with a gentle process. Manufacturer's suggested retail price is \$9.99 for six cleaning cloths for the launch product with additional sku development expected to meet the needs of retail assortments moving forward. Woolite® Dry Cleaner's Secret® will be found in the detergent aisles of most stores.



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Woolite® Fabric Wash has been protecting clothes from shrinking, stretching and fading since 1952. For more information on the Woolite® brand visit www.woolite.com

Dry, Inc is based in Portland, Oregon. Dry Cleaner's Secret® has sold more than 40 million cleaning packets and was developed by a master dry cleaner. For more information, visit <http://www.drycleanerssecret.com>

The Licensing Company (TLC) - LIMA award-winning global licensing agency with offices in London, Paris, Tokyo, Munich and New York City is the exclusive world-wide licensing agent for the Reckitt Benckiser brands; Woolite®, Clearasil®, Veet®, Resolve®, Lysol®, and Air Wick®. For more information visit www.thelicensingcompany.com