

FOR IMMEDIATE RELEASE

Orange Glo International Announces Latest Innovation in Hardwood Floor Care

The trusted source in wood care now offers a complete system specifically formulated to clean and protect hardwood floors

DENVER, CO — January 10, 2005 — Continuing its mission to give consumers safe, effective cleaning products for the home, Orange Glo International introduces the Orange Glo Hardwood Floor Care System. This addition fills a void in the marketplace as a widely available cleaning and refinishing system specifically formulated for hardwood floors. The cleaning solution cleans floors without leaving a residue, while the refinisher restores shine to floors that are dull, scratched or shows signs of wear.

Tested for over a decade, the Orange Glo System is safe for all types of hardwood flooring. It is the only system easily available at major retail locations that protects the natural shine and beauty of hardwood floors.

According to the Wood Floor Manufacturers Association, manufacturers sold 627.5 million square feet of hardwood flooring in 2002, a 90 percent increase from 1995. Despite the rise in popularity in the last decade and the great investment consumers make in this flooring option, Orange Glo International found that the same care and investment is not made in maintaining and protecting hardwood floors. Through extensive consumer interviews conducted by Orange Glo International, consumers admitted they knew special care was needed for hardwood floors, but they were not sure what that entailed and had received little education on the subject.

"Maintaining my hardwood floors has always been a challenge, and I don't trust many of the products on shelves even though they claim to be safe on hardwood. Orange Glo's products are reputable and live up to their claims, so it is only a matter of time before everyone is using the Hardwood Floor System. Consumers want and need a product that will protect their investment and provide a shine that is noticed by guests," Mary Carol Fulton, professional organizer and Orange Glo consumer.

Currently, two-thirds of consumers are not using a cleaner formulated for hardwood on their floors. As a result, many may be unknowingly damaging floors by using inferior solutions or harmful methods. All-purpose cleaners can leave soap or residue on the hardwood floor and finish, dulling the hardwood's natural shine. Vinegar and water solutions are acidic and can damage the gloss or finish. From all of these methods, too much liquid applied to floors as a result of the common mop and bucket technique causes the hardwood to warp and swell.

"We saw an opportunity to offer consumers a much-needed solution in hardwood floor care," said Joel Appel, president of Orange Glo International. "We are a trusted name in wood care so we need to give consumers the facts about how to protect their investment. This aligns

perfectly with our company's mission to provide innovative solutions that fulfill unmet home care needs. We expect to truly shake up this neglected category and change consumer expectations."

A convenient solution from a trusted name in wood care

Available nationwide, the comprehensive Orange Glo Hardwood Floor Care System contains essential ingredients to clean, protect, maintain and restore the shine on hardwood floors easily and safely. The convenient kit includes:

- Hardwood Floor Cleaner in a ready-to-use 22 oz. spray bottle that allows you to control the appropriate amount of cleaner on the surface. The cleaner is residue free and pH balanced, meaning floors are cleaned without damage to or build up on the finish. The nontoxic, waterbased formula is specifically designed for all types of hardwood floors coated with a clear unwaxed finish, including all polyurethane finished hardwood floors.
- User-friendly three-piece mop with pressure-lock pole and swivel mophead that effectively cleans hard-to-reach areas under cabinets and furniture, and maneuvers around baseboards and corners.
- Reusable, washable Allura Microfiber Cleaner and Refinisher Pads with electrostatic action to attract dirt and dust. The Microfiber Pads detach from Velcro-like strips on the mophead for easy clean-up and multiple washes.
- An 8 oz. trial size of the Orange Glo Hardwood Floor Refinisher, designed to maintain and restore the original shine of hardwood floors. The refinisher uses a non-toxic, urethane-based maintenance coating to add shine to floors that are dull, scratched or show signs of wear.

The Orange Glo Hardwood Refinisher is available full size in 24 and 32 oz. and is sold separately.

Endorsed by Professional Floor Care Experts

"As the owner of a hardwood installation company I have been helping people make their homes beautiful for years. People take real pride in the investment of hardwood floors but more often than not they ruin the look by using the wrong products to clean it. This system is truly the best I have seen – it is easy to use and consumers will find it almost anywhere," said Mark Kvidera, partner, BBC Custom Hardwood in Denver, Colo.

The Orange Glo Hardwood Floor Care System is in full distribution in club, warehouse, grocery and specialty channels. Suggested retail price for the kit is \$17.99. The 22 oz. Hardwood Floor Cleaner can be purchased separately for \$4.99 and the 24 oz. Hardwood Floor Refinisher is available for \$10.99. For more information on the Orange Glo Hardwood Floor Care System or to purchase it online, go to www.cleanwoodfloor.com.

About Orange Glo International

Founded in Denver, Colorado, privately held Orange Glo International began creating its naturally powerful cleaning products more than 15 years ago. Best known for its OxiClean® brand, the company has shown how forming a direct relationship with consumers can win market share and develop brand trust one person at a time. The company, which employs over 180 people, continues to expand globally and through product introductions, making *Inc. Magazine's* list of "Ten Fastest Growing Companies" in 2000, 2001 and 2002.

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