



August 8, 2008

**1888 Mills® Introduces Clorox® FreshCare™ Kitchen Towels: Now Available at Wal-Mart and Other Retailers for Spring 2009.**

**FOR IMMEDIATE RELEASE**

Oakbrook, IL - 1888 Mills, LLC a global home textile manufacturing company, has broadened the reach of its Kitchen Textile product category, with the introduction of Clorox® FreshCare™ Towels, now available at Wal-Mart and rolling out to other retailers for Spring 2009.

Clorox® FreshCare™ Towels, are powered by HaloShield™ technology, a patented coating that binds household bleach to textiles made of cotton. The HaloShield™ coating, combined with the power of Clorox® Regular-Bleach inhibits the growth of odor-causing bacteria on the towel or dishcloth. Antimicrobial protection of the towel is reactivated every time the product is washed with Clorox® Regular-Bleach and lasts the lifetime of the product.

"1888 Mills is proud to partner with Clorox, a leading consumer brand in Home Care products. We believe that the Clorox® brand combined with Halo Shield™ technology gives the consumer a timely and unique attribute that clearly fits our brand purpose of *Weaving a Better World,™*" states Fulton Allen, President of 1888 Mills Consumer Products Division.

"The Clorox Company is very pleased that 1888 Mills will be manufacturing and offering Clorox® FreshCare™ Kitchen Towels with HaloSource's proprietary antimicrobial technology.", says Steven Silberblatt, VP New Business Development, The Clorox Company. "We think consumers will find these towels offer great performance and quality, consistent with what they expect from products bearing the Clorox® name."

1888 Mills  
1520 Kensington Road Suite 115 Oakbrook, Illinois 60523 | 630.620.5222  
295 Fifth Avenue Suite 1609 New York, New York 10016 | 212.447.6656

“With Clorox® FreshCare™ Towels, you don’t need to worry about the odor-causing bacteria that results in foul smelling dishcloths or kitchen towels,” says HaloSource CEO John Kaestle. “We are excited to be able to bring this technology to market and offer a solution to this everyday problem.”

**About 1888 Mills:**

1888 Mills®, LLC is a global manufacturer of home and commercial textiles catering to the retail, hospitality and healthcare markets worldwide.

As a pioneer in global towel manufacturing, 1888 Mills operates facilities in Pakistan, Bangladesh and the United States. Today, 1888 Mills has emerged as a leader in home and commercial manufacturing for bath, bedding and kitchen textiles. 1888 Mills’ Brand Purpose “Weaving a Better World™” is designed to drive innovation within the global marketplace by carrying out initiatives that promote environmental stewardship and contribute to the reduction of poverty. This is our commitment to our stakeholders as well as the economic regions where we operate.

**The Clorox Company**

The Clorox Company is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues of \$5.3 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, Green Works™ natural cleaners, Armor All® and STP® auto-care products, Fresh Step® and Scoop Away® cat litter, Kingsford® charcoal, Hidden Valley® and K C Masterpiece® dressings and sauces, Brita® water-filtration systems, Glad® bags, wraps and containers, and Burt’s Bees® natural personal care products. With 8,300 employees worldwide, the company manufactures products in more than two dozen countries and markets them in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, The Clorox Company Foundation has awarded cash grants totaling more than \$73.9 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded \$4.2 million in cash grants, and Clorox made product donations valued at \$10.2 million. For more information about Clorox, visit [www.TheCloroxCompany.com](http://www.TheCloroxCompany.com).

**About HaloSource:**

HaloSource® is a global, antimicrobial and clean technology solutions company that provides reliable, tested and proven solutions in the product categories of clean water and infection control. The company was founded in 2002 with the goal of improving quality of life and health through unique, proprietary antimicrobial solutions that reliably and effectively purify water and kill germs. HaloSource’s ingredient brands include: HaloPure®, HaloShield®, SeaKlear® and StormKlear®. HaloSource provides partners with unique, proprietary solutions that offer broad market potential and acceptance and help partners differentiate their offerings from those of competitors. HaloSource-branded ingredients are based on innovative, patented, game-changing technologies that enable partners to quickly enhance and differentiate their products. Based in the Seattle, Washington area, HaloSource is a worldwide employer and operates manufacturing plants and offices in Raymond, Washington, Shanghai, China and Bangalore, India. *For more information, please visit the website at [www.halosource.com](http://www.halosource.com)*

1888 Mills

1520 Kensington Road Suite 115 Oakbrook, Illinois 60523 | 630.620.5222  
295 Fifth Avenue Suite 1609 New York, New York 10016 | 212.447.6656