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FOR IMMEDIATE RELEASE

STAIN-X Stain Remover Earns the Seal of Approval for superior cleaning from the Carpet and Rug Institute—where “Only the Best Pass the Test”

Madison, WI – 03/07/05 – AMI/STAIN-X has earned the Seal of Approval for **STAIN-X Stain Remover** in-tank cleaner from the Carpet and Rug Institute, signifying that it effectively removes soil without any damage to the carpet. The CRI Seal of Approval is awarded to carpet cleaning products that pass stringent tests administered by an independent, accredited laboratory.

“When consumers see the CRI Seal of Approval on **STAIN-X Stain Remover** they can trust that it will do the job they expect,” said James Mach, National Sales Manager of **AMI/STAIN-X**. “We could not be more pleased that the carpet industry is distinguishing truly effective soil removal products from ones that don’t even clean as well as water. In this sense, they are raising the bar for all carpet cleaning products.”

The Carpet and Rug Institute developed the Seal of Approval program along with Professional Testing Laboratory, Inc., both based in Dalton, Georgia.

“Not all carpet cleaning products are created equal,” said Werner Braun, CRI president. “Some products do a poor job of removing soil. In addition, some can adversely affect the color, appearance and performance of a carpet or rug. The goal of the Seal of Approval program is to recognize superior products and to encourage other manufacturers to upgrade their products so they will pass our tests.”

STAIN-X Stain Remover was rated on its effectiveness at removing soil, and thus at improving the appearance of a carpet. Plain water was used on a similar sample of soiled carpet as a control. The differential soil level between the cleaned sample and control was rated instrumentally as well as by a panel of independent technicians using industry-standard performance ratings. The product was also tested for rate of color change and resoiling, which means whether or not a product attracts new dirt at an accelerated rate.

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“Effective soil removal is critical to extending a carpet’s life and appearance, especially in high traffic areas. And the Seal of Approval is proof that our product delivers. Our focus is on delivering value for our customers, and we are delighted to see our efforts recognized by CRI,” said Scott Newman.

The CRI Seal of Approval program sets test methods and performance criteria for two categories of cleaning products: spot removers and pre-spray/in-tank cleaning solutions. These products may be used in residential, commercial or institutional settings. In 2005, the third phase of the program will be launched for the testing of extraction equipment and cleaning systems.

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About the Carpet and Rug Institute:

CRI is the leading source for science-based information and insight on how carpet and rugs create a better environment—for living, working, learning and healing. The Institute’s mission is to serve the carpet industry and public by providing facts that help people make informed choices. Its best practices promote a balance between social, economic and environmental responsibility for the long term. CRI does this for its industry, yet it strives to be a model corporate citizen for all industries. Please learn more at carpet-rug.org.

About AMI/STAIN-X:

AMI/STAIN-X is committed to providing quality household cleaning products like **Stain-X Stain Remover**, **Stain-X Extraction Shampoo**, **Stain-X Hi-Foam Carpet Shampoo**, **Vac Polish**, **Poly Clean Wood Floor Cleaner**, **Neutral Clean Floor Cleaner**, **SassyFresh Odor Neutralizer**, and **Tough Task Cleaner/Degreaser**, **Stain-X Pet Products**, ScooPick

For information on where to purchase **STAIN-X Brand** products please call us at 1.608.268.2090 or visit www.stain-x.com for more information.