

Betsey Johnson and O-Cel-O Sponges Celebrate Inspiration at Fall Fashion Week with a Stylish Makeover of Your Everyday Sponge; Betsey Johnson Designs Add Fashion Flair to O-Cel-O Scrub Sponges, Consumers to Vote Online for Favorite New Pattern

O-Cel-O sponges, maker of innovative home-cleaning products, announced today that it has partnered with world-renowned fashion designer, Betsey Johnson, to develop chic, new scrub sponge designs that bring an unexpected sense of style to a popular household item.

Based in New York, Johnson has built her long-standing career in fashion by following her own set of rules. Known for her celebration of the exuberant and the embellished, her commitment to remain true to her one-of-a-kind vision has afforded her decades of success in an ever-changing industry.

Her latest challenge involves the popular O-Cel-O scrub sponge. For a special limited-time project, Johnson is adapting designs straight from the runway of her Fall Fashion Week 2005 show for three fresh O-Cel-O scrub sponge patterns - delicate pink roses, bold leopard print and vibrant pink polka dots on an aquamarine background.

"Inspiration for fashion can be found anywhere from clothes to handbags to household items like sponges," said Betsey Johnson. "A splash of style and color can lift people's spirits wherever they are and bring an element of fun to items we use every day."

Visitors to the O-Cel-O scrub sponge Web site (www.ocelo.com/vote) can vote for their favorite Betsey Johnson pattern to let makers of O-Cel-O sponges know which style they would like to see in stores in spring 2006. The voting will run through Oct. 31, 2005. Visitors can go back to the Web site the week of Nov. 14, 2005, to see the winning Betsey Johnson design. The chosen pattern will appear on O-Cel-O scrub sponges in stores for a limited time only in spring 2006.

Prior to the work with Betsey Johnson, the company worked with a trend expert who designed four brightly colored patterns - stripes, waves, candy dots and laguna squares - which all tie into upcoming home design trends. These patterns were launched earlier in the fall in recognition of the importance of fashion on home decor trends. Today, people want their homes to reflect their personal styles. Cheerful designs on everyday items, like scrub sponges, can make homes look vibrant and bring an element of fun to household chores. The partnership with Betsey Johnson marks the first time the brand has enlisted the expertise of a fashion designer for its scrub sponges.

"Consumers today want their homes to reflect their own sense of style," said Gail Baumgart, O-Cel-O brand manager, 3M. "We still have the great StayFresh antimicrobial technology that keeps your O-Cel-O scrub sponge fresh for hundreds of uses, but now we're adding colors and patterns that catch your eye and make you smile. Betsey Johnson's inspirational designs are taking cleaning with style to a whole new level."

Visit www.ocelo.com to view the latest scrub sponge styles and cast your vote for the next pattern.

About Betsey Johnson

New York designer Betsey Johnson joined forces with Chantal Bacon in 1978 and started the Betsey Johnson label as it is known today. Her commitment to remain true to her one-of-a-kind vision has afforded continued

success in the clothing fashion industry for 27 years. Today there are over 40 Betsey Johnson stores worldwide, as well as an established wholesale business in international markets and a franchise store in Dubai. The evolution and expansion of the Betsey Johnson label has allowed successful licensing opportunities with established companies, such as B Robinson Optical, Carole Hochman Designs, Cejon Accessories, Daniel M. Freidman & Associates, Geneva Watch Co., Miriam Haskell and Titan Industries.

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