

Spring into Fashion - and Cleaning Season - with an Inspiring New Design from O-Cel-O(TM) and Betsey Johnson; Designer Scrub Sponge Spices up Spring Cleaning and Adds Style to the Home

The O-Cel-O(TM) brand announced today the launch of a new scrub sponge design from world renowned fashion designer, Betsey Johnson. The cheerful pattern - vibrant pink polka dots on an aquamarine background - is designed to bring an element of fun to spring cleaning and add a touch of haute couture to the home.

Johnson began working with the O-Cel-O brand when she adapted spring clothing designs straight from the runway of her Fashion Week 2005 show to create three fresh O-Cel-O scrub sponge patterns - the pink polka dot pattern, as well as delicate pink roses and a bold leopard print. After the show, visitors to the O-Cel-O Web site (www.ocelo.com/vote) voted for their favorite Betsey Johnson design to let the O-Cel-O brand know which style they would like to see in stores in spring 2006. Polka dots prevailed and will start appearing on store shelves this spring, just in time for spring cleaning.

"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."

The partnership with Betsey Johnson marks the first time the brand has enlisted the expertise of a fashion designer for its products.

"Consumers today want their homes to reflect their own sense of style," said Gail Baumgart, O-Cel-O Brand manager, 3M. "As we enter spring cleaning season, we're adding colors and patterns that brighten your home and make you smile. With Betsey Johnson's inspirational design, now you can clean with a little bit of fashion runway style."

The Betsey Johnson/O-Cel-O sponge will be available in stores nationwide in single-pack (ARP \$1.29) and 2-pack (ARP\$2.29) varieties.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 69,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti are trademarks of 3M.

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 forty 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 as B Robinson Optical, Carole Hochman Designs, Cejon Accessories, Daniel M. Freidman & Associates, Geneva Watch Company, Miriam Haskell and Titan Industries.

3M, St. Paul Katherine Hagmeier, 651-575-4368 <http://www.3m.com/PressContact> Cohn & Wolfe Amy Antos, 212-798-9839 Amy_Antos@nyc.cohnwolfe.com

<https://news.3m.com/2006-04-24-Spring-into-Fashion-and-Cleaning-Season-with-an-Inspiring-New-Design-from-O-Cel-O-TM-and-Betsey-Johnson-Designer-Scrub-Sponge-Spices-up-Spring-Cleaning-and-Adds-Style-to-the-Home>