

## Christian Siriano and O-Cel-O™ Brand Give Glamorous Makeover to Your Everyday Sponge

Enter the O-Cel-O "Clean with Style" Sweepstakes for a Chance to Win a New York Fashion Getaway and Backstage Pass to Meet Christian Siriano

NEW YORK--([BUSINESS WIRE](#))--O-Cel-O™ brand, known for innovative and stylish home cleaning products, today announced a partnership with designer and reality TV fan favorite Christian Siriano. The partnership will energize the everyday kitchen sponge with a surprise pop of fashion inspired by Christian's fashion week designs. To kick off the partnership, O-Cel-O brand is inviting consumers to enter the "Clean with Style" sweepstakes for a chance to win a meet and greet with the designer and experience the excitement of fashion week first hand.

One lucky grand-prize winner will enjoy a trip for two to New York City to attend Christian Siriano's Spring 2011 runway show in September 2010. At the show, the winner will get a sneak peek at the fashions that will inspire Christian's scrub sponge designs, as well as an exclusive opportunity to chat with the designer backstage. To enter the O-Cel-O brand fashion week sweepstakes, visit [www.ocelo.com](http://www.ocelo.com) beginning June 15<sup>th</sup>. Entries will be accepted through August 13<sup>th</sup>.

"Partnering with the O-Cel-O line of products gives me a unique opportunity to bring my fashion sensibility beyond the runway into the home," said Siriano. "This new collection of O-Cel-O scrub sponges will allow everyone to bring home a piece of the runway that is fun, affordable and unexpected."

"Giving people the opportunity to show off their personality and bring a splash of color into their home is what the O-Cel-O brand is all about," said Brian Meyer, O-Cel-O business manager. "Christian Siriano's approach to fashion and eye for design is right in line with the notion that you can surround yourself with a sense of style, even at the kitchen sink."

The Christian Siriano for O-Cel-O scrub sponges will be available in stores beginning Spring 2011.

### About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit [www.3m.com](http://www.3m.com).

*O-Cel-O is a trademark of 3M Company.*

### About Christian Siriano

Christian Siriano grabbed international attention for his designs when he earned a spot on season four of Bravo's hit program "Project Runway." A fan favorite, he went on to be the show's youngest winner and a rising star in the fashion world. Tim Gunn has called him "a prodigy" and "the next great American fashion designer" and Oprah says his designs are "works of art." Since 2008, he has shown a full runway collection during New York Fashion week each season. Celebrity clients include Rihanna, Heidi Klum, Christina Hendricks, Victoria Beckham and Whoopi Goldberg in her role as host of the 2008 Tony Awards. Christian's Spring 2010 collection will be sold at various high-end retailers, including Saks Fifth Avenue and Neiman Marcus, beginning in fall 2010.

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