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## News from ROCHESTER MIDLAND CORPORATION

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***FOR IMMEDIATE RELEASE***

### PRESS RELEASE

## Rochester Midland Green Housekeeping to be Featured in Broadcast

*November 14, 2008, Rochester, NY* — Rochester Midland Corporation's ground-breaking Green Housekeeping Program was featured on the cable television program The Profiles Series, airing on Bravo, November 13<sup>th</sup> at 7:30 a.m. ET and PT. The RMC segment of the program outlined the importance of cleaning for health and the environment and answers many of your questions about how to create your own sustainable green program. Three leading organizations tell of their success in implementing Rochester Midland's Green Housekeeping Program. You can watch the Rochester Midland segment of the broadcast at [www.greenhousekeeping.com](http://www.greenhousekeeping.com).

On November 13<sup>th</sup> at 7:00 am, Rochester Midland will celebrated this event with a breakfast premier for employees and invited customers at the Rochester Marriott Airport Hotel. The company used the breakfast as a fundraiser for two of its supported charities – United Way and the One Community Program (created to support neighborhood children).

Rochester Midland, founded in 1888, is a leading manufacturer of specialty institutional cleaning and personal care products as well specialty chemicals for food sanitation, industrial cleaning and water treatment. Rochester Midland is the leader in Green Housekeeping and manufactures Enviro Care®, an extensive line of environmentally preferable products for all markets, as well many other bio-based products. For more information, contact Jim Bruno, 1-800-291-2951 or [jbruno@rochestermidland.com](mailto:jbruno@rochestermidland.com) or [www.greenhousekeeping.com](http://www.greenhousekeeping.com).

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