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**FOR IMMEDIATE RELEASE**

**Crest Cleaners Offers Process That's Better for Clothes, Planet**

*GreenEarth® system provides environmentally safe, odorless, gentler dry cleaning*

**McLean, VA** – April 20, 2011 – To coincide with Earth Day, Crest Cleaners today announced the introduction of the GreenEarth® cleaning system in all of its locations. Consumers who care about the environment and their appearance can get a double bonus from Crest Cleaners and its revolutionary new process. Crest Cleaners provides environmentally friendly dry cleaning services in its 15 stores in Fairfax and Montgomery counties, located in the Washington D.C. metropolitan area. Crest Cleaners' GreenEarth® cleaning system is not only better for the environment, it's better for clothes—noticeably better.

Unlike traditional dry cleaning, which uses perchloroethylene or "perc", a petroleum-based solvent, the GreenEarth process uses no hazardous chemicals. It cleans with pure liquid silicone – in essence, liquefied sand – the same gentle, natural product used in many everyday shampoos, lotions and deodorants. With GreenEarth, there is nothing to dirty the air, contaminate the soil or pollute the water.

Crest Cleaners' decision to install the environmentally-safe system puts the company years ahead of the rest of the industry. While 85 percent of dry cleaners still use perc, the industry standard solvent since the 1950's, it has been classified by the EPA as a toxic air contaminant and a possible to probable human carcinogen. In January 2007, California passed the nation's first statewide ban on perc, initiating a 15-year phase-out of chemicals and equipment. Massachusetts, New York and New Jersey all are considering similar bans.

"Once we found there was an environmentally-safe alternative, we didn't hesitate to make the investment," said Mike Conti, chief operating officer of Crest Cleaners. "We know our customers will appreciate the difference it makes—not just for the environment, but also for their clothes."

One of the most noticeable differences with the GreenEarth process is the lack of that telltale “dry cleaning” odor. The benefit to clothes is also tangible. GreenEarth’s gentle process means that Crest Cleaners’ customers can now dry clean special garments with absolutely no worry about dye-bleeding or damage to delicate beads and trim.

“Converting our stores over to GreenEarth means we are opening the door to a whole new idea in dry cleaning that is better for the earth and better for clothes,” said David Slan, president of Crest Cleaners. “Everyone – the consumer, our planet, and Crest – stands to benefit from this move.”

More information is available by visiting the Crest Cleaners site at [www.crestcleaners.com](http://www.crestcleaners.com) and the GreenEarth Cleaning website at [www.greenearthcleaning.com](http://www.greenearthcleaning.com).

*The name GreenEarth, the GreenEarth logo, the slogan "You've never worn anything like it" and the slogan, "It's Good for Everybody" are registered service marks of GreenEarth Cleaning, LLC. Two of the world's largest companies, General Electric and Procter & Gamble, are founding members of GreenEarth Cleaning LLC.*