



Caled Brand of Professional Products Expands Organization to Achieve Leadership in the Garment Services Industry

WAYNE, N.J., April 6, 2006 /PRNewswire-FirstCall via COMTEX/ -- Anscott Industries, Inc. ([ASCT](#)) today announced that the Company has been structured to address the needs of professional garment cleaners throughout North America. This change is expected to enhance the Company's sales within the professional garment services industry. The US Department of Commerce Standard Industry Code 721 tracks this sector with more than \$18 billion dollars in gross receipts annually. "We see this industry's potential consumption of our product category at more than 2% of gross receipts or \$360 million dollars annually," states Jack Belluscio, President of Anscott. He continues, "I'm very proud of the professional team we've assembled and I am confident they can grow our business in conjunction with our national distribution and service channel."

Professionals Positioning the Company for Future Growth

Michael J. O'Donnell has joined the company as Vice President - Professional Products Division. He brings with him over 25 years of experience as a leader in the beverage industry. Mr. O'Donnell's wide scope of knowledge in field management and working side by side with distributors will assist the Company in growing the Caled Brand of professional cleaning products. Mr. O'Donnell states, "Our goal is make our distributor relationship a true working partnership. Our vision is to be the total provider of our distributor's professional cleaning product needs." Mr. O'Donnell's has extensive sales and marketing leadership from Anheuser-Busch Inc. and Nestle Water of North America; as well as extensive experience in building and running distributors nationally. Mr. O'Donnell states, "It has long been known that Caled has the best cleaning products in the Industry. Knowing that we have the best cleaning products is just one piece to the puzzle; our top priority is to expand sales, while adding value to our national distribution and service channel, every single day."

Caled Industries

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Another new member of the organization is Mr. Andrew Kim, Executive Director National Sales. Mr. Kim brings over 12 years of end-user and equipment sales experience. Mr. Kim's knowledge of the Caled Brand end-user positions will help them face today's environmental concerns through education and practical experience of new technologies, which exceeds government standards. Mr. Kim comments, "We believe that thousands of end-users are ready to convert to the type of cleaning processes and products that the Caled Brand offers. It's an exciting time to be part of Caled's team tasked to grow the business. And, being part of a company that can help thousands of end-users improve their business is ... priceless."

The leadership of the company's Industrial Division also includes Jeffery Battiston, as the Alternative Cleaning Solvents Product Manager. Mr. Battiston plans to accelerate the Company's current efforts to market and distribute its alternative product line of readily biodegradable cleaning solvents. His experience includes management positions within the industry since 1988. He has owned and operated end-user locations, with over 250 employees. His experience will assist the Caled Brand to increase sales of the company's solvent division. "We have always been on the leading edge of technology, our goal is to use that knowledge to expand our market share of the more than 30 million pounds of solvent consumed by this market," said, Mr. Battiston.

Included as part of the Company's Industrial Division, Edwin Ramos has been promoted to Director of Professional Laundry. Mr. Ramos will lead Caled's Laundry Division; he brings over 20 years of professional knowledge in this important segment. Mr. Ramos along with the Company's experienced staff of scientists has developed a high performance line of professional laundry cleaning products. Mr. Ramos states, "Our new Signature Laundry product line addresses the stringent requirements of this customer segment. We have unmatched performance in this category, it's a pleasure to see how much our customer's enjoy being ... Caled Clean."

Mr. O'Donnell's Professional Products Division is supported by the Company's in-house customer service team, with Steven Yoo as team leader. Mr. Yoo brings 7 years of experience to an already seasoned team in the form of Customer Service from the Honda Corporation. "Our goal is to provide superior customer and technical service through our national distribution network. We back up the national network our 800 call center, websites, and catalogs. We know it takes months and sometimes years to develop new customers but it only takes a second to lose one. That will not happen on my watch, our customers need us and we know how important it is to take care of them," stated Mr. Yoo.

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Mr. Belluscio summarizes, "We are committed to developing new ways to help our Distributors grow their Caled business. We believe that with the right vision, people, products, partnerships and marketing programs, the Caled brand will come out on top."

Caled's Professional Product Team will be greeting new customers and showing existing ones its superior cleaning products at the North East Fabricare Association's Fabricare Image 06. The convention will be held, April 22nd - April 23rd 2006, in Providence, Rhode Island.

About Anscott:

The company is a manufacturer of products that clean with environmentally acceptable technology. Founded in 1960, the company has been servicing the professional textile care industry with the CALED(R) brand of professional detergents, spot removers, finishing agents, and HyPur(R) brand of filter products. These nationally recognized branded products are sold exclusively through a North American distribution channel with nearly 1,000 sales representatives. These representatives are supported by the company's dedicated technical sales team and web site at <http://www.CaledClean.com>. The company provides technologically advanced cleaning products that are better, faster and safer than past methods. As a pioneer in its field it has lead the commercialization efforts of aerospace technology that replaces current cleaning methods with a non-toxic, environmentally acceptable method called the DryWash(R) cleaning process. In 1996, Popular Science Magazine awarded the DryWash technology with the "Best of What's New Award" for Environmental Technologies. The company's consumer products division focuses on All Natural cleaning products. This new division is tasked on expanding the company's distribution into the more than 900+ All Natural markets throughout North America.

Statements contained in this press release are not based upon current or historical fact is forward-looking in nature. Such forward-looking statements are subject to risk and uncertainties, which could cause actual results to differ materially from estimated results. Management cautions that all statements as to future results of operations are necessarily subject to risks uncertainties and events that may be beyond the control of Anscott Industries and no assurances can be given that such results will be achieved. Potential risks and uncertainties include, but not limited to, the ability to procure, properly price, retain and successfully complete projects, the availability of personnel, and changes in technology and competition.

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