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Ecolab, Inc. Partners with DiRōNA

Ecolab Adds Support to 20th Annual Reunion and Educational Conference

Louisville, KY (July 20, 2010) – Distinguished Restaurants of North America (DiRōNA) has reached an agreement with Ecolab, Inc. to support the 2010 annual reunion and conference, *Celebrating the Art of Culinary Excellence*, as a Diamond Partner. They join The Coca-Cola Company in supporting the organization at this level.

The conference is the 20th such event in DiRōNA's history. It is designed to support and connect independent restaurateurs who have been recognized for providing exceptional dining experiences in North America. The conference will be held at The Fairmont Royal York Hotel in Toronto, Canada between Sunday, September 19 and Wednesday, September 22, 2010.

Highlights of the conference include educational seminars, culinary demonstrations and a gala reception celebrating the organization's two-decade legacy of promoting excellence in dining.

"Ecolab has led the industry in providing sanitation and safety products and services to independent restaurants over the years," said DiRōNA Chairman William L. Hyde, Jr. "They have supported our organization for many years, and we are proud to be partnered with a company that works so diligently at focusing on public safety, benefiting both restaurateurs and the general public."

"Ecolab is proud to be associated with DiRōNA," noted Jim Chamberlain with Ecolab Foodservice. "We have been a sponsor for many years and have a fabulous relationship with this great organization. DiRōNA has helped Ecolab gain a greater understanding of restaurateurs' needs and issues that they have to deal with on daily basis. We are here to help provide a cleaner, safer, healthier environment for our partners at DiRōNA. See you in Toronto!"

More information on *Celebrating the Art of Culinary Excellence* is online at www.dirona.com.

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The Distinguished Restaurants of North America is a non-profit organization that, by recognizing excellence, seeks to promote distinguished dining throughout the United States, Canada and Mexico. The organization was founded in 1990 with a mission to serve as the authority for recognizing and promoting excellence in dining.