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**CHURCH & DWIGHT, MAKERS OF ARM & HAMMER® BAKING SODA, FORGES  
PARTNERSHIP WITH NATIONAL TRUST FOR HISTORIC PRESERVATION  
TO CLEAN GREAT AMERICAN HOMES**

*-- Queen of Clean® Joins the Mission to Protect the Irreplaceable --*

PRINCETON, NJ, May 17, 2002 – Home is where the heart is. And the heart of our country’s history and culture lies within the homes of Americans from coast-to-coast.

Today, ARM & HAMMER® Baking Soda’s Caring Clean Across America Tour kicks-off as “New York Times best-selling author and cleaning expert, Queen of Clean®, Linda Cobb and the National Trust for Historic Preservation team up with the makers of the 156-year-old baking soda to gently clean America’s great homes -- in an effort to preserve our country’s history. The partnership’s mission is to heighten the importance among Americans to preserve and protect the history and value of their homes.

The five-city tour begins in the nation’s capital, Washington DC – a city filled with historic sites – where Queen of Clean® and the ARM & HAMMER Clean Team, comprised of staff exclusively from **Manic Maids**, Chicago’s premier cleaning service, will gently clean one of the historic homes in the beautiful Dupont Circle neighborhood. The tour will continue over the next several months, making stops to visit and gently clean historic homes in Chicago, Phoenix, San Francisco, and Dallas.

Greg Coble, National Trust vice president of business and finance, said, The National Trust is dedicated to saving America’s places and heritage. The importance of preservation in our society is being recognized by more Americans, as evidenced by our having been honored with the National Humanities Medal last month by President Bush. Today, we’re proud to announce this partnership with Church & Dwight and ARM & HAMMER as we continue to strengthen our alliances and efforts to preserve our places and our values.”

Amid the spectacular architecture and antique adornments, Queen of Clean® and National Trust experts will uncover the history lying within each home and share it with the homeowner. The journey will take them into each room of the house where they will also offer historic points

and unique time and money saving cleaning tips, while the ARM & HAMMER Clean Team gently cleans it from top to bottom.

“ARM & HAMMER Baking Soda can be used to clean many things in the home from stovetops and countertops to floors and drains, giving homeowners a safe and effective solution for almost all of their cleaning needs,” said the Queen of Clean<sup>®</sup>. “It is a pure, inexpensive, multipurpose product that cleans and deodorizes without scratching,” says the Queen of Clean<sup>®</sup>.

“We are thrilled to be partnering with the National Trust and hope that our campaign results in increased efforts among Americans to preserve our history – primarily through careful cleaning of their homes and communities,” said Melissa Martin, ARM & HAMMER Baking Soda brand manager at Church & Dwight.

Founded in 1846, Church & Dwight Co., Inc. is the world’s leading producer of sodium bicarbonate, popularly known as Baking Soda, a natural product which cleans, deodorizes, leavens and buffers. Recognized as a true household staple, ARM & HAMMER Baking Soda is found in over 95% of homes in the U.S. Moreover, the ARM & HAMMER logo is one of the country’s most famous and trusted trademarks.

Church & Dwight Co., Inc. specialize in developing uses for sodium bicarbonate and related products. The Company also successfully markets a series of specialized household and personal care products including, ARM & HAMMER<sup>®</sup> Powder Laundry Detergent, ARM & HAMMER<sup>®</sup> Liquid Laundry Detergent, ARM & HAMMER DENTAL CARE<sup>®</sup> Toothpaste, ARM & HAMMER DENTAL CARE<sup>®</sup> Gum, ARM & HAMMER<sup>®</sup> Deodorant Anti-Perspirant with Baking Soda, ARM & HAMMER<sup>®</sup> Carpet & Room Deodorizer, ARM & HAMMER<sup>®</sup> Cat Litter Deodorizer, ARM & HAMMER Super Scoop<sup>®</sup> Cat Litter and many other ARM & HAMMER Specialty Products.

The National Trust for Historic Preservation is a private, nonprofit membership organization dedicated to protecting the irreplaceable. Recipient of the National Humanities Medal, the Trust provides leadership, education and advocacy to save America’s diverse historic places and revitalize communities. Its Washington, DC headquarters staff, six regional offices and 21 historic sites work with the Trust’s quarter-million members and thousands of local community groups in all 50 states. For more information, visit the National Trust’s web site at [www.nationaltrust.org](http://www.nationaltrust.org).

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