

MANIC MAIDS, INC.

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Press Release

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MANIC MAIDS PARTNERS WITH THE "QUEEN OF CLEAN" TO PRESERVE HISTORIC HOMES IN CHICAGO

Chicago, IL, May 30, 2002 - Today, at 11:30 a.m. CST, Manic Maids will be teaming with Linda Cobb, the "Queen of Clean" and Church & Dwight (makers of ARM & HAMMER BAKING SODA) in an exclusive WMAQ NBC 5 news story on the preservation of historic homes in Chicago. As part of ARM & HAMMER's "Caring Clean Across America tour", its partnership with the National Trust for Historic Preservation, and Cobb, the "Queen of Clean," the partnership has entered into an exclusive arrangement with Manic Maids to fill the critical role of the ARM & HAMMER "cleaning team" in the Chicago stop of its five-city tour.

"We consider it an honor to have been selected to such an esteemed coalition and are delighted just to help out in any way," said Sonia Zimmer, President and CEO of Manic Maids.

"There's nothing quite like cleaning history, quite literally,"

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she added. "You can't help but get a bit nostalgic as you restore a beautiful mansion to its original luster."

About Manic Maids, Inc. Founded in Chicago in 1992, Manic Maids is the leading provider of residential, commercial and post-construction cleaning services in downtown and north side Chicago.

About Linda Cobb. Linda Cobb, dubbed the Queen of Clean® is a New York Times best selling author and cleaning expert.

About 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.

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