



Febreze Air Effects is expanding into the scent-focused Latin American market, where consumers traditionally use a wide range of home perfuming products, such as candles, aerosols and plug-in devices, to make their homes more pleasant and inviting. Innovative Febreze Air Effects will enhance the scent experience with a combination of long-lasting fresh scents and superior odor elimination technology.

Febreze Air Effects will delight Latin American consumers by solving common frustrations about air care:

- **For fresh scents:** Air Effects draws upon the latest fragrance trends to create scents everyone will love. These fresh scents come in a sleek, elegant canister, ergonomically designed to be easy to use.
- **For long-lasting results:** The scents combine with superior Febreze technology to sweep away odors and leave only a fresh, clean scent. When the ergonomic actuator is pressed, the scent is gently released through the nozzle with a smooth, soothing sound.

This large-scale expansion into Latin America is pivotal as Febreze grows to become a truly global player in the Air Care market.

About Febreze Air Effects Technology:

- Unlike traditional aerosols that use hydrocarbon propellant systems to release small droplets (20-40 microns) that evaporate quickly, Febreze Air Effects uses a unique, compressed nitrogen propellant technology that gently pushes the perfume droplets from the canister. The system releases larger particle sizes (60 microns), allowing a slower release of fragrance and providing a longer freshness.
- The odor elimination technology is based on the proprietary technology already used by Febreze Fabric Refresher. This technology uses liquid cyclodextrin—a starch molecule that is attracted to unpleasant odor molecules—to trap the molecules and lock them to neutralize the odor.

Availability:

Febreze Air Effects will be available in Brazil, Costa Rica, Guatemala and Suriname starting in August 2010, and in Colombia, Venezuela and Peru starting September 2010.

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