

Morton Ice Melting Products Earn Good Housekeeping Seal

CHICAGO — (July 09, 2009) — Morton Salt CEO Wes Clark proudly announces that three Morton ice melting products have received the Good Housekeeping Seal, a top-ranked consumer emblem and one of the most trusted consumer icons in the world of consumer goods.

“Receiving the Good Housekeeping Seal is a true honor for our company and a testament to the superior performance of our ice-control products,” said Clark. “The prestigious Seal helps reinforce our customers’ trust in the Morton brand.”

The following three Morton products received the Good Housekeeping Seal:

- **Morton® Action Melt® Blend** is the fastest-acting ice melter, which melts down to temperatures as low as -15° F.
- **Morton® Safe-T-Plus® Eco-Safe Ice Melt** is a patented product that’s safer for pets, plants and concrete than plain salt and melts snow and ice down to 5° F.
- **Morton® Safe-T-Power™ Calcium Chloride** is the lowest-temperature ice melter, melting down to -25° F.

These ice melting products can be purchased at home improvement, drug, grocery, convenience, big-box retailers, and online/specialty dealers.

The Good Housekeeping Seal has guided consumers to make wise purchases since 1909. Only products that pass a rigorous Good Housekeeping Research Institute evaluation are eligible for the Seal.

Morton Salt

A Chicago-based company established in 1848, Morton Salt is North America’s authority on salt and the leading producer of salt, providing products for grocery stores, water softening, ice control, agricultural, and industrial uses. In 1914, Morton introduced the nation to the Morton® Umbrella Girl and the now-famous slogan, “When It Rains It Pours®.” Since that time, Morton Salt products have graced the shelves of more homes throughout the country than any other brand of salt for well over 100 years. For more information, visit www.mortonsalt.com. Come to the leader ... come to Morton.

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