

FOR IMMEDIATE RELEASE

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Zep Inc. Offers EnviroEdge™ Employee Training & Marketing Program

Materials and Information Will Help Car Washes Build Business with Earth-Friendly Products

ATLANTA (April 29, 2009) – Following last year’s successful introduction of EnviroEdge™ earth-friendly car wash chemicals, Zep Inc. now offers car washes an easy-to-implement program for employee training and customer communication. The goal of the program is to give a competitive business advantage to washes using EnviroEdge products.

“From the car wash greeter to the cashier and every point in between, car wash employees can be powerful promoters for their operation’s eco-friendly practices,” says Dave Hart, director of marketing, Zep Inc. “This training program is designed to give those employees the information and tools they need to clearly and consistently communicate the advantages of their earth-friendly car wash to their customers and generate repeat business.”

The EnviroEdge training program was developed for three customer touch-points in a car wash operation: the greeter, the cashier, and the EnviroEdge “captain.”

The program encourages **greeters** to introduce the EnviroEdge concept to customers when discussing the services to be performed at that visit. To that end, Zep offers an EnviroEdge Talking Points Card Deck with quick facts, definitions and a suggested script, including ideas for selling add-on services. The program also includes an EnviroEdge Receipt Holder, which greeters can hand to customers for the paperwork they give to the cashier.

Cashiers can take advantage of the marketing materials Zep offers to washes using EnviroEdge, including counter cards, change mats, interior posters and window

clings. As part of the new training program, cashiers also can use the talking points card deck and suggested script.

The EnviroEdge training program also suggests that EnviroEdge washes appoint an **EnviroEdge Captain** – a lead employee who would act as an active steward of the earth-friendly environment that EnviroEdge provides.

“The EnviroEdge captain can congratulate each customer and inform them that their car wash was certified to be earth-friendly using EnviroEdge products and can thank them for their support of the environment,” Hart explains, noting that the program also provides “Doing Your Part” mirror hang tags with easy-to-plant perennial seeds for EnviroEdge Captains to hand to customers. “Washes may want to rotate this position so that all employees can be recognized.”

Zep offers EnviroEdge washes several additional items to help train and motivate employees to promote the eco-friendliness of their car wash:

- Employee Handout – can be used at employee meetings to introduce the program.
- Training Poster – can be placed in break room or training room.
- “Saving the Earth. One Car at a Time.” t-shirts and buttons – can be used by employees or provided to customers as thank-you gifts.

About EnviroEdge

Zep EnviroEdge is a full range of environmentally friendly car wash products that provide superior performance. The products are formulated with biodegradable surfactants and are produced with low-impact manufacturing that uses less energy and water. The products are concentrated to reduce packaging waste and are safe for disposal, supporting water reclamation systems.

EnviroEdge products contain no volatile organic compounds (VOCs), chlorine bleach, phosphates, APE/NPE surfactants or EDTA.

“From prep to wash, and from dry to detail, these products get cars clean without harsh chemicals,” Hart concludes. “When consumers get their car washed at an EnviroEdge wash, they’re doing something good for their car and for the environment.”

About Zep Inc.

Zep Inc. (NYSE: ZEP), with fiscal year 2008 net sales of more than \$574 million, is a leading producer, marketer, and service provider of a wide range of cleaning and maintenance solutions for commercial, industrial, institutional, and consumer end-markets. Zep's product portfolio includes anti-bacterial and industrial hand care products, cleaners, degreasers, deodorizers, disinfectants, floor finishes, sanitizers, and pest and weed control products. The Company markets these products and services under well recognized and established brand names, such as Zep[®], Zep Commercial[®], Zep[®] Professional, Enforcer[®], National Chemical[®] and Selig[™], some of which have been in existence for more than 70 years. Zep's headquarters are in Atlanta, Georgia. Visit the company's website at www.zepinc.com.

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PROFESSIONAL MARKETING AND TRAINING PROGRAM DESIGNED TO HELP YOUR ENVIROEDGE CLIENTS GAIN A COMPETITIVE ADVANTAGE

The training and professional marketing tools are designed to help your employees communicate effectively that your wash is environmentally friendly through the use of EnviroEdge Earth-Friendly Vehicle Wash Products.



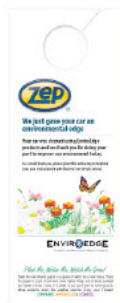
Training Kit Overview



Consumer Receipt Holder



Employee Handout



Consumer Rearview Mirror Hang Tag



Talking Points Card Deck



Training Poster

This graphic for identification only. Contact Linda Barlow for hi-res image.

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As part of its EnviroEdge™ Employee Training & Marketing Program, Zep Inc. offers a range of materials and training aids designed to help car wash employees clearly and consistently communicate the advantages of an eco-friendly wash to customers.

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NOTE TO EDITOR: Photos of individual components in the EnviroEdge™ Employee Training & Marketing Program are available by contacting Linda Barlow.