

News of Women

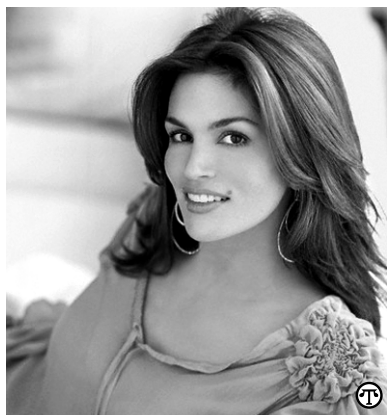
In Search Of The First Ever Amazing Women Of The Year

(NAPSA)—Are you a woman who holds the secrets to success in maintaining a healthy home and work life balance? If so, you could be one of the first ever Swiffer Amazing Women of the Year!

Swiffer, the revolutionary cleaning system, has partnered with supermodel Cindy Crawford in a nationwide search to find everyday women who are making amazing contributions to their communities. From the multi-tasking mom who finds time to run the PTA and her own online business, to the neighbor who organizes a charity walk-a-thon each year, the Swiffer Amazing Women of the Year campaign wants to publicly recognize women who are finding the time to balance their busy lives while positively influencing others around them.

As the first Amazing Woman of the Year, Cindy Crawford was chosen to launch this program because of her dedication to the Silver Lining Foundation, a charity dedicated to providing lifetime opportunities for children with cancer, and her ability to successfully balance her young family, thriving career and vibrant personal life.

“Honoring women who are making a difference in their communities is something I am thrilled to be a part of,” said Cindy Crawford. “As a wife and mother, I know it takes a lot of dedication to balance a healthy work and home life. I am honored to help pay tribute to women who have transformed the world they live in while still juggling their work and personal life.”



Women who transform the world have a new chance to clean up for their favorite charity.

The five Amazing Women of the Year will be announced in May 2006. Each winner will be awarded a \$5,000 donation to the charity of her choice.

In celebration, the original Swiffer Sweeper has been redesigned to make it even easier to keep your floors clean every day. It now features a new look with transparent handle and larger head to enhance its overall performance. With its lightweight, maneuverable pole, the sweeper is quicker and easier than traditional cleaning methods.

Used in more than 40 million households worldwide, Swiffer continues to revolutionize the way people clean their homes. The new redesigned sweeper starter kit contains one sweeper, two dry sweeping cloths and two wet mopping cloths.

For more information on the Swiffer Amazing Women of the Year program, visit www.swifferamazingwomenoftheyear.com.