

Does Your Nose Know?

America's Stinkiest Smell

(NAPSA)—What is the stinkiest smell in America? A nationwide survey sponsored by one of America's most popular brands of air freshener, has the answer: Skunk.

Renuzit®, a brand of The Dial Corporation (NYSE: DL), sponsored the nationwide survey in conjunction with the launch of Renuzit Super Odor Neutralizer™, a trigger-spray air freshener with revolutionary odor neutralization technology. In the air, Super Odor Neutralizer eliminates malodors like bathroom and tobacco odors. On fabrics, the fine-mist air freshener refreshes and instantly neutralizes pet odors, tobacco smoke and other annoying odors.

Skunk smell led a list of bad odors in the nationwide survey. The others in the top five stinkiest smells, in the order consumers ranked them were: rotten eggs, dirty diaper bin, bathroom odors and dairy farm. For a full list of survey results, visit www.renuzit.com.

Those participating in the survey also had the opportunity to write in their own nominations for stinkiest smells. The three worst smells nominated by consumers were: spoiled meat, sewer and pet urine.

Some of the other unique stinky smells included: "clients who don't pay on a timely basis," "concert fans who have been in the mosh pit all night" and "the guy I have to work with," to name a few.

Super Odor Neutralizer is available in two great fragrances: Orchard Garden™, a fruity fragrance accented with herbal fresh



The nose knows: Research reveals skunks emit the number one worst smell in the country.

tones; and Herbal Blossoms™, a fresh herbal, green fragrance accented with light floral notes.

Renuzit offers a wide variety of products to help decorate homes with fragrance, including the top-selling Adjustable air freshener in America. Whatever the air-freshening need, Renuzit has a product and fragrance that is just right for the consumer. For more information about Renuzit, visit www.renuzit.com.

The Dial Corporation, headquartered in Scottsdale, Ariz., is one of America's leading manufacturers of consumer products, including Dial soaps, Purex laundry detergents, Renuzit air fresheners and Armour Star canned meats. Dial products have been in the American marketplace for more than 100 years. For more information about The Dial Corporation, visit the Company's Web site at www.dialcorp.com.