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**MSC Industrial Direct Co., Inc. :
Providing a Simple Solution for Finding
Environmentally Friendly Products**

For Immediate Release

Melville, New York. (April 22, 2008). MSC Industrial Direct Co., Inc., an industry-leading distributor of over 500,000 MRO and metalworking products, has launched an Eco-Friendly initiative with a formal kickoff on Earth Day, April 22, 2008. The program has several components, one of which being the identification of environmentally friendly items within several

of MSC's key product categories by tagging items with MSC's new  icon. By calling these items out in both print and electronic media, MSC strives to make it easier for customers to find and shop these environmentally responsible products.

With a big trend in "green cleaning" in facilities across the nation, MSC will lead this initiative with an eco-friendly line of janitorial products under the **Natures Solution™** brand name. **Natures Solution™** is MSC's exclusive brand of cleaners that provide their customers with a superior solution to their green cleaning needs when it comes to delivering performance and value. The **Natures Solution™** mission is simple; create "clean-green" products that will **NOT** harm the environment, will outperform traditional cleaners and are cost competitive. **Natures Solution™** is truly a breakthrough in "clean-green" technology. The active ingredient is a Bio-Organic Catalyst™ which is **100% Natural** and will actually enhance nature's cleaning methodology; therefore it is harmless to our environment! These products are: non-toxic, non-irritating, non-caustic, non-corrosive, non-allergenic, bacteria free, phosphate free and biodegradable. This advancement in cleaning technology produces a much deeper clean, leaves no toxic chemical by-products or nutrients that cause pathogenic growth. The product offering includes all purpose cleaners, cleaner/degreasers, glass cleaners, hard surface floor cleaners, and vehicle and parts rinses. And best of all, MSC offers the **Natures Solution™** brand at competitive prices, making it very cost effective for customers to adopt green cleaning solutions.

MSC has made all of their eco-friendly items searchable on mscdirect.com and has created a

specific environmentally friendly section where customers can learn more about these types of products. Additionally, all of MSC's eco-friendly items will be easily identified within their upcoming September 2008/2009 Big Book® catalog. When asked about MSC's Eco-Friendly program, Erik Gershwind, Senior Vice President of Product and Marketing commented, "Based on MSC's commitment to providing exceptional service, it was feedback from our customers and sales team that prompted us to take action with this initiative. It was evident that we needed to develop a better solution for identifying and providing environmentally friendly items for our customers. As a result our goal for this program is simple, offer our customers a broad range of products that allow them to maintain a healthy workplace, reduce energy, resource use, and waste, and assist in the prevention of ozone depletion. We also want to make sure it is as easy as possible for our customers to learn about, find, and order our Eco-Friendly products."

In order to accomplish the goal of making it simple for customers to identify these eco-friendly items, MSC has grouped the items into several easily identifiable sub-categories. MSC's Eco-Friendly Product Categories include: **Green Cleaners and Fluids, Green-Seal Certified, Conservation, Renewable Energy Source, Energy Star®, NEMA® Premium, Recycled Products,** and **Low VOC**. Customers can view and learn more about these categories in MSC's new Eco-Friendly section on www.mscdirect.com.

With this initiative, MSC is now able to provide environmentally safe products that truly give customers "green choices" that will positively impact our future. Whether it's choosing the safest way to clean a facility or reduce energy consumption, MSC has the right combination of quality products to support their customer's needs.

For more information about MSC call 800-645-7270 or visit www.mscdirect.com.

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