Abstract: A new attractive force between colloidal particles of like charge has been discovered. This force is of entropic depletion origin, and is exhibited between colloidal particles in electrolyte solution. The attractive potential associated with this force is a function of the electrolyte concentration, and can have a minimum up to the order of $-10 kT$ deep for certain parameters of the system. Implications of the force to various systems of interest will be discussed.