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Earth Friendly Products Walking the ‘Green’ Carpet at NAACP Image Awards
Eco-friendly Cleaning Line Will Stand Up and Be Counted

Garden Grove, CA – February 7, 2008 – **Earth Friendly Products**, www.ecos.com, an award winning line-up of eco-friendly cleaning and spa products, has been selected to showcase their top selling line-up in the NAACP’s first ever Eco deLux gift lounge. The best in Hollywood will be presented with the Earth Friendly cleaning alternatives that are safe for our family, our pets and our planet.

On February 14, 2008, Hollywood stars and elite media will be walking the green carpet at the 39th annual NAACP Image Awards. Since the Writer’s Guild of America strike, the typical red carpet extravaganzas have been far and few between. This Valentine’s Day the NAACP Image Awards will be live and televised from the historic Shrine Auditorium in downtown Los Angeles. Not only is the NAACP taking a stance for the first time on environment issues, but they are also kicking the event up a notch with the Eco deLux gift lounge, an eco-friendly lounge focusing on the best organic products in the industry. What better product to include in the Eco deLux gift lounge than **Earth Friendly Products**?

Hollywood stars will receive the Randomness of Six kit which contains a sampling of **Earth Friendly Products**’ most popular products including **Dishmate**, a powerful liquid hand dish washing product that is mild on sensitive skin; High Performance Wave Dishwasher Gel, giving you the best performance all natural auto dishwashing product; **ECOS Laundry Detergent**, a concentrated liquid laundry detergent with a built-in soy based fabric softener; **Stain & Odor Remover**, a naturally based formula of enzymes and plant ingredients to remove laundry stains, fabric stains, carpet stains, and odors caused by food and dirt; and **Orange Plus All Purpose Cleaner**, made from nature’s own secret cleaning agent – orange oil.

This year’s NAACP Image Awards, with a theme of “Stand Up and Be Counted”, honors projects and individuals that promote diversity in the arts, in television, recording, literature and motion pictures. During this crucial election year, the NAACP encourages everyone to be socially conscious and take a stand on critical human and civil rights. Additionally, in recognition that today’s environmental crisis will become tomorrow’s civil rights issues, this year the NAACP is incorporating eco-friendly initiatives to reduce the Image Award’s carbon footprint and reduce the ceremonies impact on the world’s climate.

“We are very excited to participate in the first NAACP Image Awards Eco deLux Gift Lounge,” said Kelly Vlahakis-Hanks, **Earth Friendly Products’** Director of Media Relations. “The NAACP’s civil rights endeavors have helped changed the face of our nation. With their help, we may be able to educate a few million more on the importance of saving our environment and using only those products that are safe for our families, pets and our planet. The Earth Friendly Product line fits in perfectly with this mission.”

NAACP presenters and nominees who would like to learn more about **Earth Friendly Products** can do so online at www.ecos.com. Interested media may arrange a meeting with company management by calling (772) 633-8337.

About Earth Friendly Products

Earth Friendly Products is the leader in the development and production of environmentally friendly cleaning supplies for household and commercial use with over 150 products distributed and sold in the USA, Canada, Europe, South America and Asia. All Earth Friendly Products are created with only replenishable and sustainable plant-based ingredients that are safe for people, pets and the planet. The company proudly adheres to its strict “Freedom Code” in the manufacture of all its products. Earth Friendly Products is the recipient of the 2007 PETA Proggy Award for Best Line of Cruelty-free Household Products and the Natural Home Magazine’s “Readers’ Choice Award” for Best Eco-Friendly Cleaning Products. For more information on the company and products, please visit www.ecos.com or call 800.841.3100 ext. 227