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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

**EARTH FRIENDLY PRODUCTS CONTINUES TO GROW DESPITE
RECESSION, OPENS WASHINGTON STATE FACILITY**

- Brand new manufacturing facility fitted with most advanced green technologies-

GARDEN GROVE, Calif. – Earth Friendly Products (www.ecos.com), a leader in manufacturing award-winning eco-friendly cleaning products, is pleased to announce the opening of its brand new manufacturing facility in Lacey, Wash. In an effort to support local production and employment, the new 50,000 square-foot facility is scheduled to begin production in March 2010, hire 30 new employees and service accounts in the United States, Canada and Asia.

The new facility points to the steady growth Earth Friendly Products continues to experience despite the current economic downturn. While most companies are scaling back, laying off employees and wiping out some of their products in an effort to cut costs, Earth Friendly Products continues to stay on the up and up with employees, profits and business expansion.

“In today’s environment, we are all exposed to chemicals and toxins on a daily basis,” says Van Vlahakis, CEO of Earth Friendly Products. “Earth Friendly Products recognizes the great opportunity we have in continuing to bring safe, toxin-free cleaning products to consumers. We are proud to expand and contribute to economic growth by providing jobs to employees and support to retailers.”

In addition to their success in growing the physical business, Earth Friendly Products continues to grow its consumer base. In 2009, its ECOS laundry detergent distinguished itself

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as the top-selling green detergent in the world. The company maintains its efforts to provide high quality, affordable green products.

"We are proud to be growing our business and to be opening a fifth facility," says Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "Our company encourages sustainability on all fronts, and by the addition of the new manufacturing plant, we are furthering this goal and reducing our carbon footprint. We want people in the Northwest to be able to buy products that are made locally because we understand and support that sustainable lifestyle. Earth Friendly Products is green from the ground up, and we will continue to provide consumers with the highest quality green cleaning products out there."

Readers who would like more information about Earth Friendly Products should visit www.ecos.com.

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 manufactured, 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", a list of harmful and toxic ingredients that are not found in any its products. Earth Friendly Products has proudly received the 2009 Green Patriot™ Green 100™ Designation and the Champion level recognition from the US EPA through the Design for the Environment (DfE) Program's Safer Detergents Stewardship Initiative.

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EDITOR'S NOTE: For more information about Earth Friendly Products, or to speak with Vice President Kelly Vlahakis-Hanks, please contact Nancy Trent or Pamela Wadler at (212) 966-0024.