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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

**EARTH FRIENDLY PRODUCTS BRINGS A HEALTHY HOLIDAY
SCENT TO YOUR HOME – FREE!**

-The air is free and so is the cinnamon freshener this holiday season-

GARDEN GROVE, Calif. – Earth Friendly Products (www.ecos.com), a leader in manufacturing award-winning eco-friendly cleaning products, is pleased to announce a free holiday season offer. With any ECOS® Liquid Laundry Detergent 210 oz. website purchase, buyers will receive a free Uni-Fresh Cinnamon Air Freshener, a \$4.99 savings.

The free offer of Uni-Fresh Cinnamon Air Freshener is the perfect stocking stuffer or Hannukah gift for the eco-conscious. A non-toxic air freshener which eliminates odors, Uni-Fresh is made from 100% natural ingredients. With natural cinnamon oils, the air freshener offers a warm holiday scent for the cold winter months.

ECOS® Laundry Detergent, a concentrated liquid laundry detergent, cleans a full laundry load with only 1 oz in front loading machines. With a built-in coconut based fabric softener and cellulose based optical brightener, it is a favorite of consumers and was named the top selling green laundry detergent in the world

The holiday promotion will last through December 31, 2009, encouraging consumers to switch to non-toxic cleaning products for the home.

“This holiday season, we want to thank our customers for their dedication to keeping the earth

-more-

UNI-FRESH FREE OFFER 2-2-2

and their own health safe by using eco-friendly cleaning products," says CEO Van Vlahakis.

"We know how price-conscious everyone is this year, and we're proud to continually offer high-quality, great value product and to share Uni-Fresh Air Freshener as a bonus."

Since the company's inception, Earth Friendly Products has been dedicated to educating consumers about the harm that toxic cleaning products pose to personal health, pet health and the health of the environment.

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

