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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

**VEG NEWS MAGAZINE CHOOSES EARTH FRIENDLY PRODUCTS AS
'BEST IN SHOW'**

- DuoDish Detergent named Best New Vegetarian Product of 2010 -

GARDEN GROVE, Calif. – Earth Friendly Products, makers of Ecos, the top-selling eco-friendly laundry detergent, introduced the latest addition to its award-winning lineup of cleaning products - DuoDish Detergent - and received immediate praise and approval.

An innovative and powerful dishwasher gel that is also gentle enough to be used for hand washing dishes, DuoDish Detergent was named the Best New Vegetarian product in the Best in Show category for 2010 by *Veg News Magazine* at Natural Products Expo West in Anaheim on March 14.

Van Vlahakis, CEO of Earth Friendly Products, said, "DuoDish Detergent is the biggest advancement in dishwashing since the invention of the dishwasher. Our goal was to develop a product that could do double duty and be very effective in both the sink and the dishwasher, but still gentle enough for hands. Consumers can save money too because now there is no need to buy a separate hand dishwashing product and another one for the dishwasher."

Vlahakis pointed out that DuoDish Detergent does not harm the environment with its 100% salt free, all-natural formula. Adhering to the company's strict Freedom Code, Earth Friendly Products are entirely free of phosphates, 1,4-dioxane, formaldehyde, petroleum, bleach, ammonia and other harmful chemicals.

"DuoDish is the best new vegetarian product because it not only uses natural ingredients to clean, but it also keeps people and the earth safe and healthy," said Vlahakis. "At Earth Friendly Products, we take great pride in ensuring that all of our products use

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powerful natural cleaning ingredients and are safe for families and the environment.”

Natural Products Expo West drew nearly 56,000 people from across the national health industry. As the world’s largest natural and organic products trade show, this year the event featured more than 3,000 exhibits and tens of thousands of products.

This year, the Natural Living pavilion, which features eco-friendly home and lifestyle products at the Expo, doubled in size, showing that the “going green” phenomenon is has extended far beyond food and beverages. The growth in the natural products arena reflects the trend of people wanting products in their homes that are safe and sustainable.

Earth Friendly Products’ DuoDish received wide acclaim as one of the most innovative natural home products to appear in years and the recognition it has received in the environmentally responsible products category is a testament to the company’s commitment to protecting the safety of people, animals and the planet.

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.