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Leading Eco-friendly Manufacturer Debuts Convenient Laundry Solutions & Fragrance-free Dish Soap

Earth Friendly Products Launches Two More

Garden Grove, CA – September 15, 2008 – Earth Friendly Products, a leader in producing award winning eco-friendly cleaning products, is excited to announce their latest developments – ECOS 100% Natural Laundry Detergent Packs and Dishmate Free & Clear.

ECOS 100% Natural Laundry Detergent Packs offer convenience wrapped in biodegradable packets. Each pre-measured packet requires no unwrapping and is 100% water soluble. The unscented packs are pre-filled with Oxo-brite, Earth Friendly Products non-chlorine bleach, as well as a soy based fabric softener, eliminating the need to use an additional non-chlorine bleach and fabric softener, saving the consumer time and money.

Dishmate Free & Clear Hand Dishwashing Soap was formulated to be the purest, greenest, most effective fragrance-free dish detergent on the market. Developed specifically for those who are allergy-prone, Dishmate Free & Clear will shine every pot, pan and dish in your sink without aggravating any allergies. One fluid ounce is all that is needed for every three gallons of water. Of course, the amount can be increased or decreased depending on the amount of grease.

Like the complete line of Earth Friendly Products, ECOS 100% Natural Laundry Detergent Packs and Dishmate Free & Clear are free of formaldehyde, petrochemicals, phosphates, chlorine, ammonia and are plant-based 100% biodegradable and pH neutral.

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