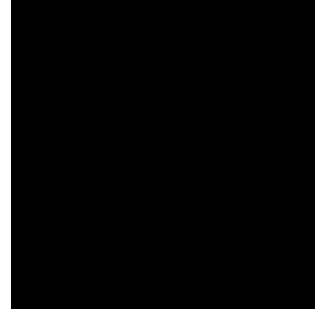


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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

**EARTH FRIENDLY PRODUCTS LENDS A SPLASH OF GREEN TO
AWARD FESTIVITIES**

– Oscar nominees, A-List celebrities received green cleaning products from the company’s award-winning line at the Alive! Expo Green Pavilion –

GARDEN GROVE, Calif. – March 7, 2011 – Oscar nominees and other A-List Hollywood stars spent the week leading up to the Oscars in a frenzy of pampering and parties, but still found the time to receive lessons in living the most eco-friendly lifestyle possible. The Alive! Expo Green Pavilion in Hollywood featured products and services from top green companies, including Earth Friendly Products (www.ecos.com), a leader in manufacturing award-winning eco-friendly cleaning products for more than 40 years.

The event, which offered invited celebrities, including Natalie Portman, James Franco and Michelle Williams, eco-friendly beauty and spa treatments, as well as products from the top green companies in the U.S., was attended by a who’s who of top actors, directors and producers, all of whom visited the green pavilion during the busy week leading up to the Oscars. Earth Friendly Products’ team of green cleaning experts from the company’s California-based facility shared green cleaning tips and the company’s top products with celebrities in attendance, including top film and television stars and popular personalities.

“Even though we have been green for decades, the green movement reached a worldwide platform several years ago because of key activists who were raising their voices for more eco-consciousness. Many of those early advocates were celebrities who took it upon themselves to use their fame and visible platform to save the planet,” said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. “We are delighted to participate in an event that takes green education to a higher level and introduces new products and practices that anyone can introduce into their daily lives.”

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ALIVE EXPO GREEN PAVILION 2 – 2 – 2

Earth Friendly Products is committed to keeping families, children and pets safe from toxic chemicals found in everyday household cleaners and is constantly striving to raise awareness for a green lifestyle. The company manufactures over 150 all-natural, green cleaning products. For more information about Earth Friendly Products and the "Green Clean Team" contest, please 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 2010 GEELA Award for Sustainable Business Practices, 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.