

From: Nancy Trent/Pam Wadler
Trent & Company, Inc.
594 Broadway, Suite 901
(212) 966-0024
pam@trentandcompany.com



For: Earth Friendly Products

FOR IMMEDIATE RELEASE

GO GREEN AND GO BIG

- Earth Friendly Products introduces 100 oz. ECOS auto-dishwashing detergent exclusively at select club stores in the U.S. -

GARDEN GROVE, Calif. – Earth Friendly Products (www.ecos.com), a leader in manufacturing award-winning, eco-friendly cleaning products, announces the latest addition to the company's line-up of groundbreaking products: a 100 oz. container of plant-based ECOS Auto Dishwashing Gel. The new, larger size is economical and ideal for families, small or large, and will be available exclusively at club stores Northwest, Northern California and the Midwest.

As Americans pause to consider green habits on Earth Day, they can rest assured that even the smallest changes, like switching from a chemical-filled dishwashing detergent to ECOS Auto Dishwashing Free & Clear Gel will have a significant, beneficial impact on the environment. ECOS gel is 100% natural and is the purest, greenest, most effective automatic dish detergent on the market. Unlike traditional powdered detergents, the product contains no salt and won't pollute waterways.

"I'd like everyone to see Earth Day as a second New Year, in a way," said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "By committing to adopt earth-friendly practices for the rest of one's life, much like a New Year's resolution, just one consumer can make a huge impact on the health of the earth. Taking it a step further, by switching to green cleaning products in the home will not only help to protect the environment but the entire household, including kids and pets, from toxic chemicals that can cause a host of health problems."

-more-

EARTH FRIENDLY PRODUCTS 100 OZ ECOS DISH 2-2-2

The 100 oz. ECOS Auto Dishwashing Gel will be in club stores for the entire month of April. The product is currently available in scent-free Free & Clear.

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. For more information about Earth Friendly Products, 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.

###

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.