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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

**EARTH FRIENDLY PRODUCTS HELPS SAVE SEA BIRDS FROM GULF
COAST OIL SPILL**

**Dishmate phosphate-free dish detergent will clean 1,000,000 birds affected by
the oil spill -**

GARDEN GROVE, Calif. – In the wake of the largest oil spill in U.S. history, Earth Friendly Products is donating enough phosphate-free Dishmate dishwashing detergent to help save the lives of 1,000,000 sea birds nesting along the shores of Gulf Coast states. If the birds are not cleaned quickly, the thick, gooey oil will smother them. Many of the birds have already died.

Cleaning birds affected by oil spills with detergent has proven highly effective in saving the animals' lives. Biologists and rescue workers armed with Dishmate dishwashing detergent will be working quickly to save birds that are coated in oil. To clean the birds, workers will fill baths with water and Dishmate and clean each bird individually in a lather of detergent. Once cleaned, the birds will then be able to secrete their natural oil, which conditions their feathers and helps restore their fragile bodies to normal. It takes about 45 minutes to clean one bird.

"As one of the leading eco-friendly cleaning product manufacturers in the country, Earth Friendly Products knows that it is our duty to help the innocent animals affected by the oil spill," said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "By using Dishmate rescue workers will be able to clean the animals and not contribute to further pollution, which is caused by the phosphates in other dishwashing detergents that feed algae and in turn grow out of control, killing other wildlife."

When phosphates end up in our lakes and rivers, they accelerate plant and algae growth. When the plants and algae die, the bacteria residue consumes the oxygen leaving less for fish and aquatic life which need the oxygen to survive. Fifteen states have bans going into effect on July 1 that will rid the states' waterways of phosphate pollutants by removing any dishwashing detergent that contains phosphates from store shelves.

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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.