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**Earth Friendly Products Proudly Embraces NAACP's 100 Year Anniversary**

*Award Winning Eco-friendly Line Presented to Award Winners and Honorees*

Garden Grove, CA – February 13, 2009 – For the second year in a row, Earth Friendly Products, [www.ecos.com](http://www.ecos.com), was hand-picked to showcase their award-winning line of eco-friendly products at the NAACP Image Awards. Because of their commitment to civil right endeavors as well as their commitment to protecting the environment through the production of eco-friendly cleaning products, Earth Friendly Products was pleased to participate in the NAACP's historic event.

The NAACP Image Awards is the nation's premier event celebrating the outstanding achievements and performances of people of color (motion picture, television, recording and literature), as well as those individuals or groups who promote social justice through creative endeavors. Hosted by Halle Berry and Tyler Perry, this year's event marked the NAACP's 100 year anniversary making it the second monumental accomplishment for African Americans in 2009. The show was televised live on February 12, 2009 from the Shrine Auditorium in Los Angeles.

NAACP attendees and award-winners received Earth Friendly Products' Randomness of Six kit which contains a sampling of their most popular products including **Dishmate**, a powerful liquid hand dish washing product that is mild on sensitive skin; High Performance Wave Dishwasher Gel, giving you the best performance all natural auto dishwashing product; **ECOS Laundry Detergent**, a concentrated liquid laundry detergent with a built-in soy based fabric softener; **Stain & Odor Remover**, a naturally based formula of enzymes and plant ingredients to remove laundry stains, fabric stains, carpet stains, and odors caused by food and dirt; and **Orange Plus All Purpose Cleaner**, made from nature's own secret cleaning agent – orange oil. Award winners that will be living a more eco-friendly lifestyle include Chandra Wilson, James Pickens, Russell Simmons, Hill Harper, Loretta Devine, Omarosa, Monique, James Black and many more. Their entire line is made using a strict freedom code; all products are free of formaldehyde, phosphates, parabens, caustic and many other toxic ingredients.

“Earth Friendly Products works hard to promote environmental justice. We were thrilled, once again, to be invited to the NAACP Image Awards and to participate in their 100 year anniversary was an honor,” explained Kelly Vlahakis-Hanks, Vice President of Media Relations for Earth Friendly Products. “In addition, having the opportunity to meet Al Gore was humbling. His

commitment to solving the climate crisis directly lines with Earth Friendly Products' mission to protecting our families and the environment by producing products that are 100% safe .”

NAACP presenters and nominees who would like to learn more about **Earth Friendly Products** can do so online at [www.ecos.com](http://www.ecos.com). Interested media may arrange a meeting with company management by calling (772) 633-8337.

### **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](http://www.ecos.com) or call 800.841.3100 ext. 227

Monique



Omarosa



Pictured: Chandra Wilson and James Pickens, Jr. from Grey’s Anatomy; Omarosa from The Apprentice and Celebrity Apprentice; and Monique, Welcome Home, Roscoe Jenkins