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For: **Earth Friendly Products**

**FOR IMMEDIATE RELEASE:**

**EARTH FRIENDLY PRODUCTS ANNOUNCES GREEN LIVING  
REBATES FOR EMPLOYEES**

-America's leading manufacturer of effective, safe, eco-friendly cleaning products offers its employees cash when they buy hybrid cars and solar panels for their homes; company encourages and challenges other businesses to follow suit-

**GARDEN GROVE, Calif.** – April 5, 2011 – Earth Friendly Products ([www.ecos.com](http://www.ecos.com)), a leader in manufacturing award-winning, eco-friendly cleaning products, practices what it preaches. The company is launching an incentive program designed to persuade and motivate its own employees to make major purchases a part of their green lifestyle. All company employees who purchase hybrid, electric and biofuel cars this year will receive \$2,000 rebates from Earth Friendly Products. In addition, the company will give 20% rebates on top of already-in-place state and federal tax incentives toward the purchase and installation of solar panels at employees' primary residences.

"I drive a hybrid car and have cut my gasoline costs by 50 percent," explained Van Vlahakis, founder and CEO of Earth Friendly Products. "I want our employees to buy cars that will help reduce our country's reliance on oil. We need to encourage employees to rely on alternative energy sources too and I'm more than willing to help motivate those purchases with cash rebates. For every \$10,000 they invest in solar, we will give them \$2,000."

Earth Friendly Products is encouraging its hundreds of employees at the company's five manufacturing facilities across the country to integrate eco-friendly products into their lives and Vlahakis hopes that other businesses will take the company's cue.

"Earth Friendly Products is a family company, but we are also a U.S.-based company that manufactures in five key regions of the country," said Vlahakis. "We value our employees as family members and hope that this rebate program will help them live the healthiest, most

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**EARTH FRIENDLY PRODUCTS EMPLOYEE REBATES 2-2-2**

eco-friendly lifestyle possible. In addition to helping our employees, we are also helping the planet by reducing our carbon emissions and our dependence on oil and nuclear power, which are out-dated, clearly unsafe and dangerous ways to produce energy. The devastation caused by the BP oil disaster in the Gulf and the recent horrible earthquake in Japan with the resulting release of radiation from several atomic energy plants are warnings that we just cannot afford to ignore.”

Vlahakis hopes that other companies, large and small, will follow his lead and encourage their employees to adopt green habits and products into their lives. “Can every company give their employees thousands of dollars to help them purchase environmentally-friendly cars and alternative energy systems for the home? Maybe not, but all it takes are small changes, like recycling or only purchasing U.S.-made supplies, to start to see a big impact,” continued Vlahakis. “I challenge every business owner in America to enact one green measure for their company before Earth Day on April 22<sup>nd</sup> and see what it does for company morale, for the environment and for their bottom line.”

Earth Friendly Products practices sustainability and uses alternative energy in manufacturing each of its award-winning green cleaning products. The company, which manufactures over 150 all-natural, toxin-free, green cleaning products, is committed to making a green lifestyle accessible for all families, through ongoing campaigns aimed at removing toxic chemicals from the home and partnerships with green organizations throughout the country, including Healthy Child Healthy World.

For more information about Earth Friendly Products please visit [www.ecos.com](http://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 of its products. Earth Friendly Products has proudly received the 2010 GEELA Award, 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.