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Get Excited About Cleaning at Natural Products Expo West

*Earth Friendly Products Unveils New Label, New Products
and New Tag Line – Live Free. Live Green.*

Garden Grove, CA – March 4, 2008 – Earth Friendly Products, providing eco-friendly products that contain only the highest quality ingredients, today announced its participation in the Natural Products Expo West. Slated for March 14 – 16th at the Anaheim Convention Center, this expo boasts attendance of 45,000 and is rated as one of the top 200 trade shows in the US by Tradeshow Week.

Earth Friendly Products will showcase their complete product line and will unveil new products that are sure to get the buyers attention. The new product round-up includes:

- Kitchen Starter-kit which includes Dishmate Hand Dishwashing Liquid, Parsley Plus All-Purpose Cleaner, Hand Soap and Fruit and Veggie Wash
- Dishmate in Lemongrass and Free & Clear
- ECOS 100% Natural Laundry Detergent Packs pre-measured with built-in soy-based fabric softener
- 32 oz. ECOS 3X Laundry Detergent
- Natural Spa Room Spray in Lemongrass and Lavender
- Natural Spa Lavender Window Cleaner
- Natural Spa Parsley All-Purpose cleaner
- Silver Polish
- Pet shampoo

”With the introduction of our latest products at Expo West, we’re excited to continue to foster our long-standing tradition of making a difference in our health, the health of our children and pets and keeping our planet healthy.” said John Vlahakis, Earth Friendly Products President. “In addition to the launch of the new products, we are introducing our new look for the product line and debuting a new tag phrase, Live Free. Live Green, which fits perfectly with our overall company mission to bring the highest quality, all-natural and earth-friendly products to market.”

Attendees of this year's Expo West can visit Earth Friendly Products booth at booth number 3532. 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 or call 800.841.3100 ext. 227