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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

EARTH FRIENDLY PRODUCTS RECEIVES
CALIFORNIA'S HIGHEST HONOR

– The Garden Grove-based company receives the GEELA for Sustainable Building Measures and Ongoing Sustainability Projects –

GARDEN GROVE, Calif. – Nov. 16, 2010 – Earth Friendly Products (www.ecos.com), a leader in manufacturing award-winning eco-friendly cleaning products, is pleased to announce the company's latest achievement: the Governor's Environmental and Economic Leadership Award for Excellence in Sustainable Building Measures. Earth Friendly Products was selected to receive the award based on the company's contributions in conserving California's resources, protecting the environment, strengthening California's economy and the company's continued efforts towards zero waste and zero emissions.

The GEELA was presented to Earth Friendly Products CEO, Van Vlahakis, by Governor Arnold Schwarzenegger yesterday, November 15, 2010. At the ceremony, held in Sacramento, Earth Friendly Products was hailed for its Garden Grove facility, which, after a thorough revamp with the help of a LEED-certified architect, is hoping to produce 0% waste by 2011. The facility has reduced carbon emissions by thousands of CO2 kg per month and produces 60% of the electricity needed to manufacture the company's award-winning, eco-friendly cleaning products by installing 252 roof-mounted solar panels. The facility has created jobs in the past year despite the economic downturn, and considers employees the #1 asset. Earth Friendly Products also seeks out green suppliers and vendors that maintain sustainable business practices, conducting a thorough screening process for eco-friendly business practices before each new partnership is forged.

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"We could not be more honored or more humbled by winning the GEELA," said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "Our company strives to be 100% sustainable not for glory, but to conserve the environment for future generations. Every action that we take, from eliminating salt in our products to installing solar panels on our facilities' roofs to working towards becoming a zero waste facility by January is for the preservation of the earth. To us, receiving this award speaks to our accomplishments, as well as the growing demand from California and the entire nation for every company to be sustainable and eco-friendly."

Earth Friendly Products is committed to preserving the environment through its manufacturing processes. The company has five facilities across the U.S. which reduces carbon emissions through shorter shipping distances. Each facility sources 100% natural, local ingredients and seeks to educate consumers on the benefits of green cleaning. "To us, green cleaning isn't a business, but a lifestyle," continued Vlahakis-Hanks. "We teach children as young as toddlers about eating organic foods, using less water and avoiding the chemicals found in traditional cleaning products for their own health and for the health of the world. We are partnered with Healthy Child Healthy World and many other organizations to reach as many people as possible about living an environmentally-conscious life."

For more information about Earth Friendly Products, readers 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 of 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.