

FOR IMMEDIATE RELEASE
July 27, 2009

CONTACT: (800) 959-9797 Sheila Huettl
shuettl@freedompressonline.com
www.greenpatriot.us

Earth Friendly Products Receives Green Patriot™ Green 100™ Designation

*Cleaning products brand joins list of 100 environmentally
responsible companies named by the Green Patriot Working Group*

LOS ANGELES – The Green Patriot Working Group announced today they are adding Earth Friendly Products to their elite list of Green Patriot™ Green 100™ companies.

The Green Patriot Working Group, led by environmental health consumer advocate David Steinman, maintains a list of 100 exemplary eco-friendly companies, also known as “The Green 100”, and has determined that Earth Friendly Products meets the requirements for inclusion. The Green Patriot Green 100 companies are selected for their outstanding achievement or progress in ten pro-environmental categories and the strength of their overall influence on the marketplace, based sometimes on their size, but more often on their innovation, positive example and leadership. Earth Friendly Products has become a stand-out company that was recently evaluated by Green Patriot Working Group.

Steinman became familiar with Earth Friendly Products when he tested over 140 cleaning and personal care products for the petrochemical carcinogen 1,4-dioxane in studies between 2007 and 2009. (The studies were co-sponsored by the Campaign for Safe Cosmetics, the Environmental Working Group, and the Organic Consumers Association.) In many cases, the presence of the carcinogen was a surprise to manufacturers. After receiving the results of the first study, Earth Friendly Products promptly reformulated to completely remove the toxic chemical from all of their products.

“Earth Friendly Products is clearly dedicated to producing environmental friendly products that are completely safe for people and pets,” says Steinman. “We have been noticing the work of Earth Friendly Products and their growing presence and influence in the U.S. and abroad. They are setting an excellent example, by showing that products can be environmentally safe and don’t need to contain toxic and harmful ingredients to be effective.”

Earth Friendly Products are completely free of petrochemicals, bleach, ammonia, phosphates, formaldehyde, hormone-mimicking toxins, artificial fragrances or colors, and a long list of other harmful ingredients listed on the Earth Friendly Products website (www.ecos.com). Earth Friendly Products also doesn’t test on animals. They manufacture in the U.S. only and are careful to source sustainable ingredients, avoiding resources needed to sustain endangered wildlife. All of their products are 100 percent biodegradable and their containers are recyclable. They manufacture their own bottles to use the least amount of plastic possible, and they are transitioning to translucent #2 HDPE which is much less likely to end up in a landfill.

(more)

Earth Friendly Products has been a participant in the Environmental Protection Agency's Safer Detergents Stewardship Initiative, or SDSI. They use only safe surfactants that break down quickly to non-polluting compounds, thereby helping to protect aquatic life in both salt and fresh water. Earth Friendly Products also donates a portion of their profits to pro-environmental causes, as well as a variety of social, health and educational causes.

Earth Friendly Products' C.E.O. and owner Van Vlahakis said, "We are thrilled to add another nationally recognized designation to our list of credentials. We've invested hundreds of hours researching, developing and improving our product line to make it the best affordable eco-friendly product on the market. Receiving the Green 100 status is an exciting testament to our success."

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 "Reader's 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.

About the Green Patriot Working Group

The Green Patriot Working Group is a dedicated group of concerned citizens working to build a safe, secure future for America through environmental sustainability. In cooperation with Freedom Press, they have published *50 Simple Steps to Save the Earth from Global Warming* (2008) and the upcoming *50 Simple Steps to Kick America's Oil Habit* (2009). They are led by environmental health consumer advocate and author David Steinman, who also hosts the weekly Internet radio show *Green Patriot Radio with David Steinman*. For more information, please visit www.greenpatriot.us and www.greenpatriotradio.com, or call 800-959-9797.

About the Green Patriot™ Green 100™

The Green Patriot Green 100 companies are the green business heroes of our day, leading by their examples of corporate environmental and social responsibility. These companies are recognized by the Green Patriot Working Group for their practices which help to protect the environment, thereby improving public health and strengthening America's economy and national security, for our good and the good of future generations.

Some of the companies included are giants with global presence and a troubled history, and others are quite small, but all are currently taking important steps in terms of reducing greenhouse emissions, educating consumers about sustainability, and setting examples of green innovation and corporate responsibility. Companies are selected for the Green Patriot Green 100 according to their outstanding achievement or progress in ten criteria, as listed at www.greenpatriot.us/green100.html. For more information, call 800-959-9797.

###