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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

READERS NAME EFP STAINLESS STEEL CLEANER #1 WINNER

- Earth Friendly Products earns award from readers of Kiwi Magazine -

GARDEN GROVE, Calif. – *Kiwi* Magazine has announced Earth Friendly Products (EFP) is its 2011 *KIWI* Award winner for the company's stainless steel cleaner. More than 1,000 readers voted for the awards and EFP earned "Additional Winner" honors in nine other categories, including dishwasher rinsing agent; countertop cleaner; carpet and upholstery cleaner; hardwood and linoleum cleaner; wood and furniture polish; baby laundry detergent; stain remover; all purpose gel, cream or powder, and air freshener. Earlier this year, EFP earned *Kiwi* Magazine's top winner award for its pet stain and odor remover product.

"We are delighted to receive such great continuing recognition by *Kiwi*'s readers for our products," said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "Clearly, the magazine's readers know how much effort we invest in developing our all-natural cleaning products to make them effective, as well as safe for their families and the environment."

Earth Friendly Products makes more than 150 green, all-natural cleaning products to better protect your family, co-workers and pets. To learn more about what Earth Friendly Products is doing for the environment, please visit www.ecos.com. Earth Friendly Products' 2011 *KIWI* Award for best natural stainless steel cleaner will be in *Kiwi* Magazine's October/November issue on newsstands on October 4.

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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.