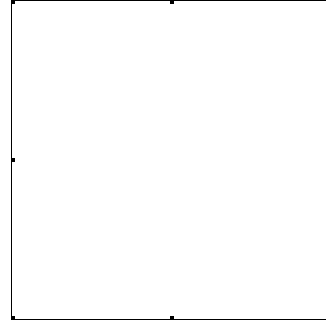


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For: Earth Friendly Products

FOR IMMEDIATE RELEASE:

EARTH FRIENDLY PRODUCTS SUPPORTS 5TH ANNUAL "SHINE ON SIERRA LEONE" FUNDRAISER

– Earth Friendly Products joins hosts Selita Ebanks, Bill Maher and Serena Williams at exclusive reception, private dinner and ceremony on Wed., May 25 to fund improvement of maternal and child healthcare in Sierra Leone –

GARDEN GROVE, Calif. – Earth Friendly Products, manufacturer of award-winning eco-friendly cleaning products, announces that the company will provide a substantial financial contribution in support of "Shine On Sierra Leone," a U.S.-based nonprofit organization committed to providing much needed assistance to the communities of Sierra Leone. The fundraising event will take place in Venice, Calif., on Wed., May 25.

CEO and owner of Earth Friendly Products, Van Vlahakis, said, "Healthcare in Sierra Leone is ranked lowest in the world and has the highest mother and child mortality rates. There are only 12 doctors and one gynecologist in the entire country of 6.5 million people. The need to provide help is clear and we are pleased to offer support for this very worthy cause."

In addition to its financial support, Earth Friendly Products will provide a spectacular gift basket of the company's award-winning environmentally-friendly products to be auctioned off. Also, all attendees will receive several products in their gift bags. Gifts will include a full size bottle of liquid hand soap made of organic essential oils, such as lavender and lemongrass.

Hosts of the event, supermodel Selita Ebanks, comedian Bill Maher and women's tennis ace Serena Williams will each receive a Safeguard Your Home! kit as a token of gratitude for their devotion to "Shine On Sierra Leone" and to protecting the planet.

Earth Friendly Products manufactures chemical-free cleaning products, which are non-toxic and do not contain harsh ingredients that harm people, animals and the environment.

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The company's Vice President, Kelly Vlahakis-Hanks, feels very strongly about assisting an organization that is dedicated to helping the people of Sierra Leone by providing access to medical care, while honoring local traditions.

"Our company is committed to making products that are good for the planet and for people and the work of "Shine On Sierra Leone" is focused on improving the lives of people through healthcare, education, literacy and computer literacy, and sustainable building. Supporting "Shine On Sierra Leone" is a natural undertaking for our company and we are delighted to help this important nonprofit organization."

A limited number of tickets for the Fifth Annual "Shine On Sierra Leone" event are available for purchase by contacting info@shineonsierraleone.org.

Earth Friendly Products is committed to keeping families and pets safe from toxic chemicals found in everyday household cleaners and is constantly striving to raise awareness for a green lifestyle. The company, which manufactures over 150 all-natural, green cleaning products, seeks to educate consumers on the dangers of toxic cleaning products through the ongoing Safeguard Your Home! campaign, which the company started in 2010.

For more information about Earth Friendly Products please 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 its products. Earth Friendly Products has proudly received the 2010 GEELA Award for Sustainable Business Practices, 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.