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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

**AMERICAN HELLENIC COUNCIL BESTOWS HIGHEST HONOR ON
CEO OF EARTH FRIENDLY PRODUCTS**

- Owner and CEO, Van Vlahakis, is recognized for his accomplishments, receives Lifetime Achievement Award -

GARDEN GROVE, Calif. – The Owner and CEO of Earth Friendly Products, Van Vlahakis, will receive a lifetime achievement award from the American Hellenic Council on April 9, 2011 at the Omni Hotel in Downtown Los Angeles. The award is in celebration of all that he has accomplished as a Greek American, chemist and business owner.

Van Vlahakis will be recognized for his hard work, bringing more than 43 years of management expertise to the cleaning products manufacturing industry. He will be presented with "The Aristeio Award in Business" at the 2011 Honors Awards Dinner.

"It is a privilege to be receiving this award after working very hard for many years to build a brand that is internationally recognized for product excellence," said Vlahakis. "The recognition for me and my company, which is family-operated and has been since day one, is both humbling and encouraging."

As a young Greek immigrant with just twenty U.S. dollars in his pocket, Vlahakis came to the United States looking to create business success. In 1967, he founded Venus Laboratories, Inc. to create his own cleaning products and, in 1989, Vlahakis expanded from Illinois to California, New Jersey and Florida. In that same year, the company launched Earth Friendly Products, which concentrated on eco-friendly and green cleaning supplies. There are now five geographically diverse Earth Friendly Products' manufacturing facilities located throughout the U.S.

Earth Friendly Products is a leader in manufacturing award-winning eco-friendly cleaning products. Created with replenishable and sustainable plant-based ingredients, these products

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EARTH FRIENDLY PRODUCTS CEO 2-2-2

are safe for people, pets and the planet. Earth Friendly Products is the manufacturer of the #1 selling 'green' laundry detergent in the world.

"My father is an inspirational leader. He leads by example and is the pacesetter for all who are privileged to work with and learn from him," said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "He has always set high standards for himself and this recognition of his lifelong achievements from the American Hellenic Council represents the highest praise from an organization he respects and admires deeply."

The company's award-winning products are sold at retailers around the world. Because Van is a chemist by trade, he continues to work with the company's research chemists to continually develop new formulas that are all-natural and safe for the environment and families. Earth Friendly Products continues to grow rapidly.

To learn more 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 its products. Earth Friendly Products has proudly received the 2010 GEELA Award for Sustainable Business Practices, 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.