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For: **Earth Friendly Products**

FOR IMMEDIATE RELEASE

**EARTH FRIENDLY PRODUCTS NAMES KEYNOTE SPEAKER FOR
OFFICIAL OPENING OF NORTHWEST REGION PLANT**

LACEY, Wash. – Earth Friendly Products (www.ecos.com), a leader in manufacturing award-winning eco-friendly cleaning products, said Egils Milbergs, Executive Director of the Washington Economic Development Commission will be the keynote speaker at the official opening of the company's Lacey, Wash., facility on Friday, Sept. 30.

Appointed by Governor Chris Gregoire, Milbergs has held prominent positions in business and industry, as well as the federal government. He served as Deputy Assistant Secretary for productivity, technology and innovation at the U.S. Department of Commerce and also played a principal role in the Commerce Department's National Innovation Initiative and the Innovation Vital Signs project.

In addition, he was the executive director of the President's Commission on Industrial Competitiveness. Milbergs is founder and president of the Center for Accelerating Innovation, which conducts research on the innovation process and growth acceleration strategies for companies, associations and government agencies.

The ceremony will begin at 11:00 AM in front of the company's new plant with a "green carpet event" and ribbon cutting along with tours of the facility for federal, state and local government officials. The tours will be followed by a luncheon for honored guests.

Tours for the guests will demonstrate how the company makes its green products that have already earned the facility the Thurston County Economic

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EFP NAMES KEYNOTE SPEAKER 2-2-2

Development Council's New Business of the Year Award. In fact, EFP's award-winning products do a lot more than clean; they protect all living things against the effects of harmful toxins. The company's products include the #1 selling green laundry detergent in the world, ECOS; High Performance Wave automatic dishwashing detergent, which is plant-based and 100% biodegradable, Dishmate, the highly concentrated hand dishwashing detergent and Parsley Plus All Surface Cleaner, also completely biodegradable and is great for cleaning hard surfaces.

Earth Friendly Products has five diverse manufacturing facilities across the nation. This helps reduce the company's carbon footprint when transporting products to retailers. What's more, the company purchases its supplies locally supporting small businesses and reduces their carbon footprint even further while supporting the local economy and adding jobs for highly motivated professionals.

Earth Friendly Products has been making green a priority for over two decades with more than 150 all-natural, environmentally-friendly home and industrial cleaning products. To learn more about what Earth Friendly Products is doing for the environment, 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. The company's solar division, Progressive Power Group is just another example of how Earth Friendly Products is a sustainable business leader.

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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.