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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

**EARTH FRIENDLY PRODUCTS CALLS ON GREEN LOYALISTS TO
CONVERT "DIRTY CLEANERS" IN NEW CAMPAIGN**

**- The leading green cleaning company seeks the most toxic homes in the
U.S. and the UK for a green cleaning makeover -**

GARDEN GROVE, Calif. – February 14, 2011 – Earth Friendly Products

(www.ecos.com) today launched its "*Green Clean Team*" online campaign, a program to encourage consumers to nominate their friends and family members who could use a helping hand switching over to green cleaning. Whether the nominee never cleans or uses toxic chemicals to clean everything from laundry to dishes, the campaign seeks to raise awareness of the health and environmental benefits of chemical-free cleaning and encourage loyal green cleaners to nominate their loved ones who could use a little help starting an eco-cleaning regime.

"We know that the millions of green cleaning enthusiasts who are our loyal users want to share the eco-friendly cleaning methods they trust with the people that they love, so that they may help them protect the planet and the health of their families," said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. "The *Green Clean Team* campaign, which is an extension of our popular *Safeguard Your Home* program, is a way to spread the word about cleaning green to those who do not know about the myriad of health problems that can stem from constant exposure to the chemical cocktails in traditional cleaning products."

– more –

GREEN CLEAN TEAM 2-2-2

To participate in the campaign, green cleaning fans must visit the Earth Friendly Products page on Facebook and "like" the company to join the "Green Clean Team." Then, nominators are encouraged to upload a photo or video of the nominees' cleaning supplies cabinet or dirty home with an explanation of why the nominee needs help finding his or her way to the path of green cleaning. The best submission will receive an iPad for the nominator and the nominee as well as a full year's supply of top-selling cleaning products by Earth Friendly Products.

Five runner-ups will receive two Safeguard Your Home six packs, one for the nominee and one for the nominator, which include ECOS laundry detergent, Eco Breeze fabric refresher, Parsley Plus multi-surface cleaner, Dishmate hand dishwashing liquid, Wave auto-dishwashing gel and Window Cleaner.

The campaign is now open to all U.S. and United Kingdom residents ages 18 and over. All entries must be received by 11:59 p.m. PST on Friday, April 15, 2011. The winner and five runner-up entries will be announced on Earth Day, Friday, April 22, 2011.

Readers who would like more information about Earth Friendly Products 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, 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.