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**For: Earth Friendly Products**

**FOR IMMEDIATE RELEASE**

**EARTH FRIENDLY PRODUCTS' MAGDALENA GUEVARA NAMED TO  
2010-2011 LATINO AMERICAN WHO'S WHO**

**GARDEN GROVE, Calif.** – Earth Friendly Products, manufacturer of award-winning eco-friendly cleaning products, announces that its very own Magdalena Guevara has been welcomed into the prestigious Latino American Who's Who publication for 2010-2011.

Since Mrs. Guevara joined the company's Garden Grove, California facility in 1995, she has climbed the ranks to become a member of the Executive Management Team and is currently Office/Purchasing Manager.

Her Juris Doctorate and full understanding of the law has enabled her to negotiate with outside vendors and her command of the Spanish language helped Earth Friendly Products' capabilities in the international market. She says the secret to her success is her family support system.

Latino American Who's Who, a New York-based biographical publication, selects and distinguishes leading Latino American professionals throughout the country who have attained a recognizable degree of success in their field of endeavor and thereby contributed to the growth of their industry and culture.

**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, pet, and the planet. The company proudly adheres to its

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## **MAGDALENA GUEVARA 2-2-2**

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 Magdalena Guevara or Vice President Kelly Vlahakis-Hanks, please contact Nancy Trent or Pamela Wadler at (212) 966-0024.