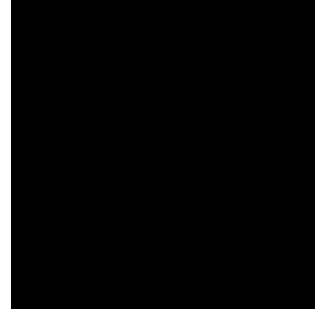


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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

EARTH FRIENDLY PRODUCTS RECEIVES
ILLINOIS GOVERNOR'S AWARD

-Aniston-based company receives the 2011 Illinois Governor's Sustainability Award-

ANISTON, Ill., Oct. 28, 2011 – Earth Friendly Products (www.ecos.com), a leader in manufacturing award-winning eco-friendly cleaning products, received the Illinois Governor's Sustainability Award at a special ceremony and luncheon held at the Hilton Garden Inn in Campaign.

The award was presented to Earth Friendly Products for the company's continuing commitment to environmental excellence through outstanding and innovative sustainability practices.

John Vlahakis, President of Earth Friendly Products, accepted the award on behalf of his company. "We are very grateful to Gov. Pat Quinn and his staff for this award. It is great recognition of the ongoing sustainability efforts by our company and our employees."

Presenting the award on behalf of Gov. Quinn was Dr. Manohar Kulkarni, Director of the Illinois Sustainable Technology Center. The Center is a Division of the Prairie Research Institute at the University of Illinois Urbana Champaign.

The Illinois Sustainable Technology Center and the Office of the Governor honor companies and organizations for their significant achievements in protecting the environment and improving the economy.

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"I was honored to share in this achievement," said Dr. Nadereh Afsharmanesh, Director of Sustainability. "My thanks go to entire staff at Earth Friendly Products for their tremendous effort in supporting the sustainability programs. Over the last 12 months, our company has made significant progress but there is always more to be done."

Earth Friendly Products is committed to preserving the environment through its manufacturing processes. The company has five diverse manufacturing facilities across the nation. Earth Friendly Products is the company's corporate headquarters in Addison, Ill. This manufacturing center boasts 312 solar panels on its roof, making it the largest solar-powered commercial facility in Illinois. 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.