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For: Earth Friendly Products

FOR IMMEDIATE RELEASE

EARTH FRIENDLY PRODUCTS CONSTRUCTS LARGEST

COMMERCIAL SOLAR INSTALLATION IN ILLINOIS

- Company says new solar-powered system nearing completion -

ADDISON, Ill. – Earth Friendly Products (www.ecos.com) is nearing completion of construction of the largest commercial solar power installation in Illinois. The most advanced photovoltaic-generating technology system in the state is projected to be in operation next month (April 2010).

Earth Friendly Products makes Ecos, the largest-selling environmentally safe laundry detergent in the world, and is a global leader in the development of innovative non-toxic, all natural, affordable, high performance cleaning products that are safe for family, pets, and the environment.

“We are especially proud that our new facility in Addison will be the home of Illinois’ largest commercial solar-powered facility,” said Kelly Vlahakis-Hanks, Vice President of Earth Friendly Products. “In fact, our company was founded in Chicago in 1967 and we have been a part of the greater Chicagoland community ever since. This installation is a major step forward in Earth Friendly Products commitment to adding solar power at all five of our company’s regional facilities across the country.”

Ms. Vlahakis-Hanks said the rooftop solar system was constructed at a cost of \$275,000 and will generate enough energy to significantly reduce harmful greenhouse gases.

Readers who would like more information about Earth Friendly Products should visit www.ecos.com.

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LARGEST COMMERCIAL SOLAR IN ILLINOIS 2-2-2

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 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.