



Paris Hilton Goes Green at Sundance with Earth Friendly Products

Award Winning Earth Friendly Products are HOT!



Park City, UT – January 23, 2009 – Earth Friendly Products, an award winning line of eco-friendly cleaning products recently ‘greened’ Scott Lazerson’s Interface Charity Foundation Dinner held at the Green Lodge located at the world renowned Sundance Film Festival.

The Interface Charity Foundation leverages the power of business and celebrities including Vanessa Williams, Jeremy Piven, cast of Extreme Makeover Home Edition and Paris Hilton for the benefit of high impact public charities achieving the millennium development goals. “With the gracious support of Earth Friendly Products, the Interface Foundation knows they they’ll be able to meet millennium development goal #7 of ensuring environmental sustainability,” said Scott Lazerson, Interface Foundation Charity founder. “Paris LOVED the Earth Friendly Products as did my wife.”

Due to their commitment and dedication to saving the environment by producing only the finest eco-friendly cleaning products on the market, Earth Friendly Products was chosen to be the exclusive earth friendly cleaning line for this star-studded dinner. Ms. Hilton and other A-list attendees including Brittany Flickinger, winner of the MTV reality show Paris Hilton’s My New BFF, were showered with Earth Friendly Products’ Randomness of Six Kits containing six of their top selling items including the new and improved Wave® Dishwashing Gel, Dishmate Hand Dishwashing Soap, ECOS Laundry Detergent and Everyday Stain and Odor Remover.

To view pictures of the event, please visit Ms. Hilton’s website at <http://www.parishiltononline.net/gallery/thumbnails.php?album=1628>.

“We are thrilled to have been chosen as the exclusive earth friendly cleaning line for Scott Lazerson’s Interface Charity Foundation Dinner,” commented Kelly Vlahakis-Hanks, Earth Friendly Products’ Vice President of Media Relations. “We pride ourselves on our philanthropic endeavors and appreciate organizations, such as Interface Charity Foundation, that truly make an impact in their field.”

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 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” in the manufacture of all its products. Earth Friendly Products is the recipient of the SDSI Award, 2007 PETA Proggy Award for Best Line of Cruelty-free Household Products and the Natural Home Magazine’s “Readers’ Choice Award” for Best Eco-Friendly Cleaning Products.