



**Earth Friendly Products' NEW Wave® 2X Ultra – High Performance Auto Dishwasher Gel Fights Cascade!**

*Phosphate-free Dishwashing Gel Proves To Be Just As Effective As Cascade*

Garden Grove, CA – October 6, 2008 – Recently, Earth Friendly Products, manufacturer of award winning eco-friendly products, conducted an independent study comparing the effectiveness of their new Wave® 2X Ultra – High Performance Auto Dishwasher Gel against the ever-popular Cascade. The test, conducted by Consumer Testing Laboratories, Inc. out of Rogers, AR, proved that natural, plant-based products do clean just as well as chemicals – chemicals, such as phosphates, 1,4 dioxane, chlorine bleach, formaldehyde, and caustics, etc. which are detrimental to our environment and our families.

Consumer Testing Laboratories, Inc. compared the physical characteristics of each brand including solubility, anti-suds formation and pH reading with Cascade exhibiting a pH higher reading (11) than Wave® (7). Both products were tested for their ability to remove a variety of soils from a set of identically soiled test dishes. Tests proved that both gel detergents performed well, removing all of the test soils. All of the test dishes, tumblers, and flatware were judged as comparable for spotting, filming, and soil removal following the dishwashing tests.

“I’m thrilled of the results of this study. Lately, there’s been a lot of scrutiny on the effectiveness of using eco-friendly cleaning products, some even stating that they simply do not work as well as the standard brands,” commented Van Vlahakis, CEO of Earth Friendly Products. “This study proves that our phosphate-free line cleans just as well and doesn’t clog our lakes and rivers and kill marine life.”

In the past few months, there has been a flurry of activity throughout the United States for replacement of phosphates in cleaning products. Six states including Illinois, Virginia, Maryland, Minnesota, Vermont, and Washington have already passed legislation banning such products which will go into effect in July 2010. Massachusetts and Michigan have also brought forward similar proposals with Canada being on the same path.

“Our company is built on a solid foundation of safeguarding where we live, work and play,” expressed Kelly Vlahakis-Hanks, Vice President of Media Relations for Earth

Friendly Products. “The recent ban of phosphates in detergents has been long awaited and we look forward to the entire nation embracing this action.”

In support of their education campaign, Garden Grove-based Earth Friendly Products recently sponsored “Water Wise: Get into the Flow” presented by the Sustainable Business Council.

**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 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.