



October 20, 2008

FOR IMMEDIATE RELEASE

ECO CONCEPTS announces new Corporate Appointments:

Eco Concepts, Inc., makers of the Green Concepts brand of Safe and Superior Cleaning Solutions, announced the following new corporate appointments: Yair “Jerry” Oren as Chief Executive Officer - CEO, Gil Oren as Chief Operating Officer – COO, and Israel Schechter as President.

Eco Concepts markets and sells patented, proprietary, environmentally friendly and humanly safe cleaning solutions under the Green Concepts brand name. The Green Concepts products were developed in a partnership with the U.S. EPA’s Design for the Environment (DfE) Program and have certifications from Green Seal, Canada’s Environmental Choice Program, and the Carpet and Rug Institute.

In a statement on October 16, 2008, Israel Schechter, the newly appointed President, stated, “Eco Concepts products honor the environment, personal health and wellness, and the natural ecological balance. These appointments are a testament to Eco Concepts’ commitment to marketing our environmentally friendly and humanly safe cleaning products not only in the Americas, but worldwide as well.”

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SAFE AND SUPERIOR CLEANING SOLUTIONS

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