

FOR IMMEDIATE RELEASE

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“Business and Beyond” to feature Eco Concepts, Inc. **--Environmentally friendly & humanly safe cleaning products--**

June 29, 2007, Deerfield Beach, FL – Platinum Productions TV is pleased to announce the selection of *Eco Concepts, Inc.* for its innovative, educational television series, **Business and Beyond**. The company will be featured in a segment on “Innovative Solutions Using Environmentally Responsible Cleaning Products” as part of the Clean Green Series. The show will air on the FOX News Channel nationally: Sunday 7/1 @ 8:46 AM ET, 7:46 AM CT, 6:46 AM MT, 5:46 AM PT.

Based in Miami, Florida, Eco Concepts, Inc. is a manufacturing, research and development company that produces effective, environmentally friendly, non-toxic, non-caustic and safe cleaning products at a cost-effective price. Their Safe and Superior Green Concepts products are extremely versatile for use on a variety of surfaces at different strengths, which dramatically reduces the overall number of products needed. Further, they offer a competitive advantage in that the products are provided in concentrate form, which reduces packaging waste and shipping costs, and increases overall productivity. Their products include a graffiti remover as well as carpet, hard surface, restroom and glass cleaners, and they honor the environment, personal health and wellness and the natural ecological balance.

The segment of **Business & Beyond** featuring Eco Concepts will show how effective Green Concepts products are at the Monterey (CA) Aquarium, where they meet the challenge of not only being superior at cleaning, but also being safe for the aquatic life, the visitors, staff and the environment.

Notably, nine of the Green Concepts products have been developed in a partnership with the U.S. Environmental Protection Agency, seven carry Green Seal certification, eight are registered with Canada’s Environmental Choice Program and their carpet products have Carpet & Rug Institute certification as well.

“Due to overwhelming demand, we will be launching our Green Concepts products into the consumer retail market on TV shopping network HSN in July of 2007. It feels good to offer products that are professional grade and yet safer than traditional consumer products,” said Gil Oren, CEO. “We are constantly working to find additional uses for our branded products and to improve our product capabilities and/or tailor our products to meet specific industry and home care demands. We believe that our revolutionary new product technology produces the single most effective range of environmentally friendly and humanly safe products.”

For more information, see www.ecoconceptsusa.com or call (888) 326-6278.