

FOR IMMEDIATE RELEASE



## **SOUTHERN CALIFORNIA BUILDER SELECTS ECOBLU PRODUCTS**

*EcoBlu Products Awarded 2 Neighborhoods*

Vista, CA-March 16<sup>th</sup>, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today that it has been selected by a prominent Southern California builder to supply all framing lumber components with BLUWOOD™ and FRC™ (Fire Retardant Coating) technology. The project consists of two Southern California neighborhoods with the lots being prepared for construction this month.

The first neighborhood contains 60 lots with an average home size of 1,700 square feet. The second neighborhood is 100 homes with an average size of 2,500 square feet each. EcoBlu Products will begin shipping coated dimensional, I-Joist, Beams and Panel lumber in early April, 2010 to begin construction of the models. With homes sales gaining momentum, we expect each neighborhood to release a minimum of 10 houses a month building great backlog for the company.

“We are extremely pleased to have the second production home builder in Southern California embrace our technology to protect their homeowners,” said Steve Conboy, President and CEO of EcoBlu Products. “We believe that the value we bring to the homeowner and builder with EcoBlu’s BLUWOOD™ and FRC technologies is gaining momentum and will increase as home sales begin to rebound,” added Conboy.

### **About EcoBlu Products, Inc.**

EcoBlu Products, Inc. is a manufacturer of proprietary wood products coated with an eco-friendly chemistry that protects against mold, fungus, rot-decay, wood ingesting insects, termites and fire with EcoBlu’s FRC™ technology (Fire Retardant Coating). EcoBlu products utilizing BLUWOOD™ and FRC™ technology is the ultimate in wood protection, preservation, and fire safety to building components constructed of wood; from joists, beams and paneling, to floors and ceilings.

The Company is committed to the development, marketing and sales of environmentally-responsible building materials. EcoBlu products are ready to deliver the winning edge to builders and the environment with its sustainable green product line.

*Safe Harbor statement under the Private Securities Litigation Reform Act of 1995: The statements in this release relating to completion of the acquisition and the positive direction are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Some or all of the results anticipated by these forward-looking statements may not occur. Factors that could cause or contribute to such differences include, but are not limited to, contractual difficulties which may arise, the failure to obtain necessary approvals, the future market price of EcoBlu Products, Inc. common stock and the ability to obtain the necessary financing.*

**Company Contact**

EcoBlu Products, Inc.

909 West Vista Way

Vista, California 92083

Phone: 1-877-732-6258

Email: [info@ecobluproducts.com](mailto:info@ecobluproducts.com)

Web Site: [www.ecobluproducts.com](http://www.ecobluproducts.com)

Blog: <http://blog.ecobluproducts.com>

Visit us on YouTube at: [www.youtube.com/ecobluproducts](http://www.youtube.com/ecobluproducts)

**Investor Relations**

PR Financial Marketing, LLC

Jim Blackman

(713) 256-0369

[jim@prfmonline.com](mailto:jim@prfmonline.com)

**Media Contact**

Rick Schloss

Rick Schloss Communications

3500 Sports Arena Blvd

San Diego, CA 92110

619 308-4387 (office) 619 708-6007 (cell) 619 224-3010 (fax)

[Rickschlosspr@aol.com](mailto:Rickschlosspr@aol.com)