

FOR IMMEDIATE RELEASE



ECOBLU PRODUCTS SHIPS BLUWOOD™ COATED LUMBER TO TERMITE REMEDIATION COMPANY
Center Termite & Pest Control exclusively using BLUWOOD™ Technology

Vista, CA-March 25th, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today that it has shipped over 6,500 board feet of BLUWOOD™ coated lumber to Center Termite and Pest Control of Southern California for termite remediation work. Center Termite exclusively uses BLUWOOD™ coated lumber in all of its work because its ability to protect against termites, mold, rot, and fire.

Center Termite & Pest Control, Inc. has been in business for over 30 years serving the Southern California market. Owner Mark Hernandez stated, "When we did our research on EcoBlu and BLUWOOD™ it just made perfect sense, especially for a company specializing in termite control. Since we started using BLUWOOD™ exclusively on our customer's homes, they have been extremely satisfied knowing that termites cannot damage their property again. I will never use any other wood."

"Center Termite has made a conscience decision not just to replace wood that has been damaged by termites with more food for the insects, but to replace it with an environmentally safe product that cannot be eaten by termites again, saving our forests," said Stave Conboy, President and CEO of EcoBlu Products.

The University of California at Berkeley estimates that a billion board feet of lumber is used each year to replace wood damaged by termites. This is approximately half of all of the lumber consumed in California every year.

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.

Visit Center Termite and Pest Control at: www.centertermite.com

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.

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