

FOR IMMEDIATE RELEASE



BUILDER EMBRACES ECOBLU'S BLUWOOD™ TECHNOLOGY

Vista, CA-June __, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today that one of its development partners, Heritage Building and Development of San Diego has completed the framing of 6 model homes, all using EcoBlu's BLUWOOD™ technology in the planned community of Otay Ranch in Chula Vista, California. The model homes are located in two new subdivisions of the community, Casita De Avila, planned for 66 homes and Santa Rita, planned for 54 homes.

Heritage Building and Development chose to utilize EcoBlu's BLUWOOD™ PLUS technology on the model homes to protect the wood from mold, rot, decay, termites and fire.

"Heritage is a production home builder in San Diego County and we are thrilled that they chose to use BLUWOOD™ PLUS for this project," said Steve Conboy, President and CEO of EcoBlu Products. "They are leading the way for other builders to see the real benefits of BLUWOOD™ technology for homeowners and a sustainable environment," added Conboy.

Otay Ranch is a 5,300 acre pedestrian friendly planned community. Since its opening in 1999, Otay Ranch has been San Diego County's top selling planned community quarter after quarter.

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

Web Site: www.ecobluproducts.com

Visit us on YouTube at: www.youtube.com/ecobluproducts

Investor Relations

PR Financial Marketing, LLC

Jim Blackman

(713) 256-0369

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