

FOR IMMEDIATE RELEASE



ECOBLU PRODUCTS PARTNERS WITH ICOLOGY GROUP
I RAD structures utilize BLUWOOD™ Technology

Vista, CA-March 30th, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today that an agreement has been executed between Icology Group, Inc and EcoBlu Products, Inc. The I RAD house, with its unique interlocking I WOOD system is a construction method that revolutionizes design for emergency and transitional shelters. Terms of the partnership outline the selection of BLUWOOD™ technology for application in I RAD structures.

These storm-proof shelters are treated with BLUWOOD™ technology, providing protection against mold, rot, termites and fire-resistance allowing the I RAD home to be effectively stored and supplied quickly in massive volumes.

Icology Group, Inc has been working on the I WOOD system for several years. President Jacky Vel stated, "We selected EcoBlu to treat our lumber because of the fantastic synergies with what we are working to achieve: affordability, quality and a solution to the affordable housing challenge that is ecologically sound. *BLUWOOD™ technology* fulfills all these requirements, ensuring the lifespan of our product in tropical climates is maximized. We are very excited to work with such a well established company as EcoBlu, particularly in view of the huge need for shelters and transitional housing in Haiti and Chile right now."

"Icology Group has made a conscience decision to utilize *BLUWOOD™* treated wood to create an environmentally safe product. EcoBlu is excited to partner with IGI and provide full service lumber, coating and profiling opportunities to all their buildings for such a needed product in today's world." said Steve Conboy, President and CEO of EcoBlu Products.

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.

About Icology Group, Inc.

I RAD Structures developed by the Icology Group are easy-to-assemble flat pack building kits in varying sizes and generates a better quality shelter at a significantly lower cost than currently deployed shelters

in disaster stricken zones. I RAD structures have higher strength-to-weight ratio, environmentally friendly sourced material and provide higher yield than traditional lumber by using smaller diameter trees providing secure weather-proof homes. Each I RAD kit comes complete with all components, fixings, tools and instructions and takes a team of 3 to 4 people 4 hours to assemble. The team does not need previous construction experience so affected families in disaster zones can actually take part in the rebuilding of their homes and their lives.

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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