

FOR IMMEDIATE RELEASE



**I RAD™ STRUCTURE ON EXHIBITION FEATURING BLUWOOD™ TECHNOLOGY**  
***Icology group exhibits at International Donors' Conference towards a New Future for Haiti***

Vista, CA-March 31<sup>st</sup>, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today that the I RAD™ structure will be on display today at the ***International Donors' Conference Towards a New Future for Haiti*** hosted in New York at the United Nations. The I RAD™ structure, featuring BLUWOOD™ technology, will demonstrate the ease of assembly and the unique interlocking I WOOD™ system construction method that revolutionizes design for emergency and transitional shelters.

Icology Group President Jacky Vel stated, "We have a wonderful opportunity during the conference to demonstrate the ease of assembly of our Rapid Assembly Dwelling to the attendees who are working so hard to find the right short and long-term solutions for Haiti's massive housing deficit. With BLUWOOD™ technology from EcoBlu, we are demonstrating that not only are the units affordable, quality and ecologically sound, but they have been engineered to withstand the high winds and tropical conditions of regions like Haiti in mind."

"The combination of the I WOOD™ system and BLUWOOD™ technology, providing protection against mold, rot, termites and fire-resistance coupled with our ability to produce the lumber is the perfect solution for shelter now in Haiti." 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.

Details of the event can be found at: <http://www.state.gov/r/pa/prs/ps/2010/03/138401.htm>

*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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