

FOR IMMEDIATE RELEASE



ECOBLU PRODUCTS SIGNS INTERNATIONAL AUTHORIZED AFFILIATE
Luxor Industrial Corporation Receives Equipment and Chemistry from EcoBlu Products

Vista, CA-April 20th, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today that it has signed Luxor Industrial Corporation of Vancouver, British Columbia, (Pink Sheets:LXRRF) (TSX-V:LRL) as international authorized affiliate. Luxor will begin coating its patented IBS 2000[®] and patent pending IBS3000[™] engineered bridging products as well as specialty products for the natural resource sector; all protected with EcoBlu's BLUWOOD[™] and FRC[™] (Fire Retardant Coating) technology.

"Luxor has a long reputation for quality bridging products and have recognized the tremendous value EcoBlu's BLUWOOD[™] and FRC[™] technology adds to their product line," said Steve Conboy, President and CEO of EcoBlu Products. "We are proud to have them on board and expect them to have a strong impact with us in Canada and overseas through their exports," added Conboy.

Luxor has already received proprietary coating equipment and chemistry to operate a fully licensed factory application center for EcoBlu's BLUWOOD[™] and FRC[™] coatings. Luxor will distribute their product line as well as other covered structure wood components coated with licensed technology.

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.

About Luxor Industrial Corporation

Luxor manufactures and markets its patented IBS 2000[®] and patent pending IBS3000[™] engineered bridging that enables the floor to act as a system with unparalleled scale of gain in stiffness and rigidity. Luxor has spent many years analyzing wood-frame floor construction and has established itself as a leading authority in wood floor performance engineering in North America.

Luxor also manufactures architectural and utility wood products including specialty products for the natural resource sector. It distributes laminated beams and offers various custom wood cutting services. The Company coats certain of its products with EcoBlu and offers EcoBlu wood products which protect wood against mold, decay and insects and provide fire protection. www.luxorcorp.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.

Company Contact

EcoBlu Products, Inc.

909 West Vista Way

Vista, California 92083

Phone: 1-888-722-5893

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