

FOR IMMEDIATE RELEASE



**INTERNATIONAL AUTHORIZED AFFILIATE GOES EXCLUSIVELY BLU**  
***Luxor Industrial Corporation Converts Proprietary Product Lines To Bluwood™***

Vista, CA-May 24<sup>th</sup>, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today that international affiliate Luxor Industrial Corporation of Vancouver, British Columbia, (Pink Sheets:LXRRF) (TSX-V:LRL) has converted all production of their proprietary patented IBS2000® and patent pending IBS3000™ engineered bridging products to be exclusively coated with Bluwood™ technology.

Luxor expects to start shipping these bridging devices into distribution by June 2010 and anticipates the Bluwood™ coated product lines will have a significant impact in the markets that are now serviced across Canada. The IBS2000® and IBS3000® products can reduce the cost of a floor system by 20%, uses less material in a floor system, and at the same time increase the stiffness and performance.

“Luxor is doing an excellent job leveraging the Bluwood™ technology to integrate into their existing product lines while increasing market share,” said Steve Conboy, President and CEO of EcoBlu Products. “We are pleased that Luxor has embraced our technology and is making significant progress with our sales and marketing strategies,” added Conboy.

**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](http://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.*

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