

FOR IMMEDIATE RELEASE



ECOBLU PRODUCTS INTERNATIONAL AUTHORIZED AFFILIATE BEGINS SHIPMENTS
Luxor Industrial Corporation to Supply EcoBlu Products to Dealer

Vista, CA-May 25th, 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 received an order to apply BLUWOOD™ technology to dimensional lumber and panel products for West Central Building Supplies, a large building materials dealer based in greater Vancouver.

Luxor introduced EcoBlu Products to architects, engineers, builders, distributors, building materials dealers, wood products manufacturers and others at the Company's factory in Abbotsford, BC. The open house drew about 140 industry professionals and has generated significant interest in EcoBlu's Bluwood™ technology that protects wood from mold, rot, decay, termites and fire.

"Luxor is doing a tremendous job reaching the building community resulting in orders for Bluwood™ technology," said Steve Conboy, President and CEO of EcoBlu Products. "We are pleased that the local market has taken an inventory position and have moved towards greener product solutions," 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

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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