

FOR IMMEDIATE RELEASE



**EcoBlu's Chief Scientific Adviser Announces Material Findings on Mycotoxins/Fungal Poisons  
Study Significantly Broadening the Importance of EcoBlu manufactured products**

Vista, CA-June 29<sup>th</sup>, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today the results of an extensive study on the barrier effectiveness of their coated wood products versus non-coated samples as an inhibitor of fungal poisons. The independent laboratory named REALTIME Laboratories, LLC ([www.realtimelab.com](http://www.realtimelab.com)) conducted by Dr. Dennis Hooper who was retained to run a controlled testing of Douglas fir, Spruce Pine Fir, Oriented Strand Board (OSB), Birch plywood as well as drywall samples with coating and without coating. The incubator was kept dark, held at a temperature of 28 deg C and humidity of 30% to 55% to mimic fungal growth conditions in common environments. The two month study and its results were reviewed by Dr Gordon Chiu, Chief Scientific Adviser to EcoBlu Products Inc.

Dr. Chiu comments, "The presence of fungi and the acute/chronic damages caused to human/animal health are mired in endless controversy. While medically, it is known that fungi may lead to certain health problems, litigation experts can argue against this, by asking how naturally recurring fungi can be so devastating to human health. Often times, the cases are given less weight unless it involves an immune-compromised individual or staggering evidence. Therefore, if fungal growths are compared on the coated versus non-coated materials, the importance of these results could be diminished given the controversial arguments against fungi and their negative effects on healthy humans."

He further explains, "Irrefutable evidence exists on how molds/fungi may produce poisons called mycotoxins/fungal poisons. Since the 1970's, the World Health Organization's International Agency for Research on Cancer (IARC) has established these poisons as a human/animal health hazard even at part per billion detection levels. Reference: <http://monographs.iarc.fr/ENG/Monographs/vol56/mono56-14.pdf>. Many researchers have found fungal poison production to be a survival mechanism (i.e. competing fungi and/or harsh man-made chemicals such as bleach/synthetic cleaners). Consequently, mycotoxins/fungal poisons (i.e. aflatoxins B1 B2 G1 G2; ochratoxin A; macrocytic trichothecenes) which are poisons generated by fungi during stress/survival mode were targeted for the study. By measuring this number on wood, we have successfully correlated decades of research data generated within the United States Department of Agriculture (USDA) for food and the United States Department of Labor's Occupational Safety Hazard Administration (OSHA) for worker safety. Both of these national departments have definitive, substantial and noncontroversial evidence of fungal poisons as a health hazard to life. The USDA documents that mycotoxins/fungal poisons have been found to cause acute and chronic neurological conditions, fertility problems, urinary tract conditions, skin lesions, malignancies/cancers of kidney, liver, bladder and brain in animals and *humans just to name a few.*" Reference: <http://etmd.nal.usda.gov/bitstream/10113/24533/1/IND93014238.pdf>

**Results on Wood Materials:**

Realttime Laboratories using Enzyme Linked Immunosorbent Assays (ELISA) tests indicated that EcoBlu coated wood products were 100% effective in acting as a barrier and inhibitor towards both fungal

growth and the generation of fungal poisons even after inoculation with 10 species of fungi (*Aspergillus fumigates*, *Aspergillus niger*, *Chaetomium sp.*, *Curvularia sp.*, *Fusarium solani*, *Penicillium chrysogenum*, *Penicillium corylophilicum*, *Penicillium crustosum*, *Penicillium verrucosum*, *Stachybotrys echinata*).

The study indicated that non-coated wood products had a 100% occurrence rate post inoculation with aflatoxin producing fungi and a 33% occurrence rate post inoculation with ochratoxin producing fungi on all wood materials.

#### **Results on Non-wood Materials:**

EcoBlu coated drywall post inoculation with trichothecene producing fungi (i.e. stachybotrys/blackmold) did not have any detectable levels of trichothecenes. Non-coated drywall post inoculation with trichothecene producing fungi readily produced significant levels of trichothecene.

#### **Conclusions & Comments:**

“The USDA and other related agencies are being notified of these independent findings on wood and non-wood building materials. The levels were as high as 6+ ppb/sq. inch of non-coated wood building materials! The extensive discussions with Dr. Dennis Hooper and the materials/methods used have been documented, recorded and filed. Of particular note, the 2007 Global Agriculture Information Network (GAIN) Report published by the USDA regarding export clearances has citations on phytosanitary criteria to include lumber. Reference: page 4; <http://www.cbato.fas.usda.gov/TD7002.doc>. In conducting this study, we have scientifically confirmed that building materials can harbor significant health risks given its high propensity for fungal growth and more importantly deadly fungal poisons. Technologically advanced building materials (TABMs) for usage in building homes, logistical use, agriculture use etc., for the prevention of fungal poisons are crucial to saving lives and should be implemented. Furthermore, the current costly use of harsh chemicals as fungicides/sporicides not only harms the environment but it is not an effective means of protecting the health of end users, homeowners, logistics transport, home builder liability etc.,” states Dr. Chiu

“I’ve been around Lumber and in the construction industry for almost 40 years. I have seen firsthand why this problem has accelerated. The main reason for this acceleration in mold related risk is because we build buildings tighter with Forced Air Systems that circulate these mycotoxins/fungal poisons. Additionally giant Lumber Mills created in the housing boom are producing more lumber than the markets consume. This excess of lumber sits in reloads birthing mold and fungal poisons. In our industry, everyone knows about the contamination from mold. Wood products even get discounts as high as 70% if there have been mold/fungal contamination present at the Supply Yards and the Home Centers. Lumber is an asset on the balance sheet and regardless of the condition the wood will find its way into the cavity of someone’s structure. If you read Dr. Chiu’s references, this is definitely a significant problem and he provides a solid layout to the end user, retailers and anyone in the distribution chain. The pre-existing data in fungal poisons greatly strengthens and increases our standing. I am very excited about these results. It’s not a matter of *if* but rather *when* EcoBlu Coatings will become an industry standard,” said Steve Conboy, President and CEO of EcoBlu Products Inc.

#### **About Dr. Chiu:**

Dr. Chiu is the Chief Scientific Adviser for EcoBlu. He has worked as a research scientist for both Pfizer Inc. and Merck & Co. Inc. and has healthcare and marketing experience with strong links to Wall Street and Asia. An execution driven businessman with over 15 years of combined domestic and international experience in biomedical, chemical, cosmetic, medical and technology industries, Dr. Chiu bridges many disciplines and is regarded as an expert business strategist. He has served on numerous boards and

advisory boards of both public and private companies. His years of experience and continuous involvement have created deep relationships within the scientific, business, and medical communities. Dr. Chiu developed and owns methodologies called directed combinatorial algorithmic libraries (DCAL™) that are used in various research and commercial applications.

#### **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.

*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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