

FOR IMMEDIATE RELEASE



ECOBLU PRODUCTS SHIPS BLUWOOD™ TECHNOLOGY TO PACIFIC CEDAR SUPPLY
Product for use in Chinese Factory

Vista, CA-APRIL 13th, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today that it has shipped BLUWOOD™ chemistry to Pacific Cedar Supply of Buena Park, California. The chemistry is for use in Pacific Cedar Supply's approximately 1 million square foot production facility in China where they produce siding, shingles, fascia and various other wood products. The BLUWOOD™ coated finished products manufactured in China will be used for in-country distribution as well as international export.

"This is our first shipment of product that will be used for production in China and exported into Asia and around the world," said Steve Conboy, President and CEO of EcoBlu Products. "We expect to generate additional interest in EcoBlu's BLUWOOD™ technology internationally with this kind of exposure," added Conboy. The key to our success is we are developing a Quality Control System that allows us to monitor everything an Eco Affiliate does when it comes to our chemistry application.

Pacific Cedar Supply is an international developer and manufacturer of wood products including siding, shingles and fascia made from cedar, spruce, pine and fir. Headquartered in Buena Park, California, the company has manufacturing facilities in China and California. Additionally, Pacific Cedar Supply and EcoBlu will begin fire testing of EcoBlu's FRC™ technology (Fire Retardant Coating) for use on a line of proprietary wood 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.

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: 1-877-732-6258

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