

FOR IMMEDIATE RELEASE



OLD WORLD TUSCAN VILLA UTILIZING BLUWOOD™ COATINGS
Environmentally sensitive project selects BLUWOOD™ Protection.

Vista, CA-April 12th, 2010- EcoBlu Products, Inc., (OTCBB: ECOB) announced today that the Company has secured an order to provide all framing lumber coated with BLUWOOD™ technology for a 15,000 sq ft Old World Tuscan Villa constructed on top of a knoll in Pleasanton, CA. The project in the planning stages since 2001 struggled to meet local building requirements. Very stringent restrictions are mandated on the environmental impact of trees, pest control management, ground water and architectural requirements. The owner of this project chose to follow strict LEED's platinum guidelines incorporating FSC lumber treated with BLUWOOD™ technology.

BLUWOOD™ coatings make sense with such an environmentally sensitive project. EcoBlu solves all the issues with Mold, Wood-Rot and Termites which offer LEED's credits to the project. The project incorporates such details as imported windows and reclaimed roof tiles from Italy as well as exterior stone, columns and moldings imported from Spain. It only makes sense to protect the structure with BLUWOOD™ coatings. This project represents in excess of 300,000.00 in revenue to the Company with first shipments scheduled this month.

"I am very happy to be part of such an environmentally sensitive project that shapes the future of our building requirements. The architect of this project specified BLUWOOD™ after performing a lot of due diligence on our technology." said Steve Conboy, President and CEO of EcoBlu 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.

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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