



Ecover ecological factory, Malle, Belgium.

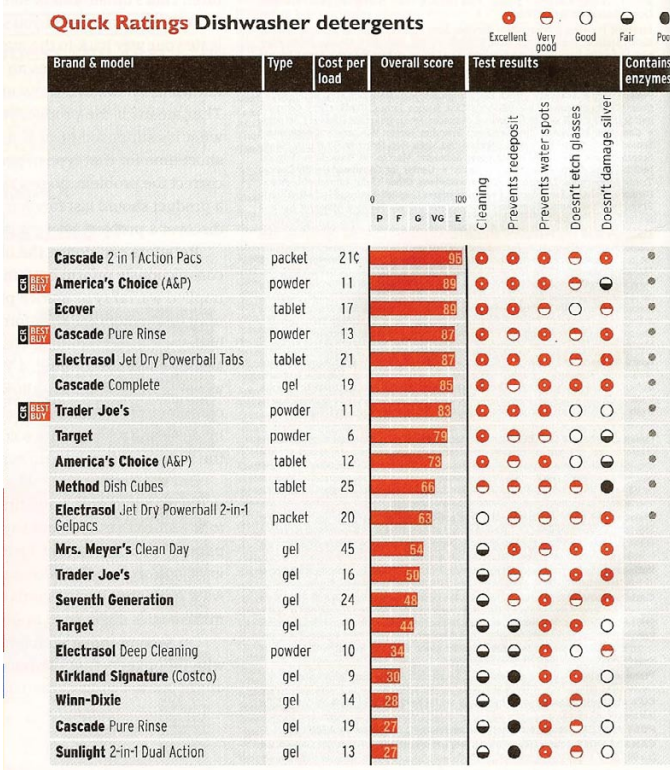
PRESS RELEASE

ECOVER, INC. LANDS HIGH MARKS FROM TRUSTED SOURCE

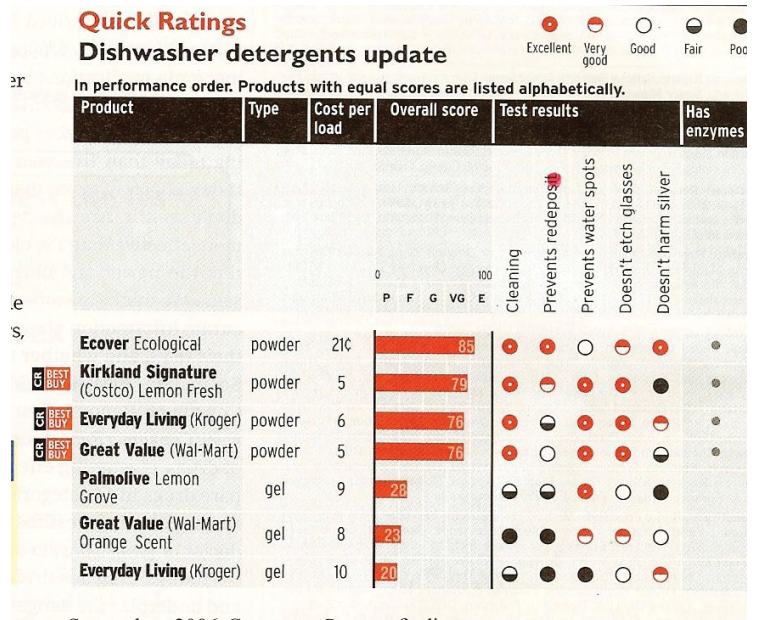
Ecover, the trusted manufacturer of ecological household cleaning products, has gained the approval of one of the toughest consumers around. Consumer Reports ranked two of Ecover dish cleaning products among the mainstream brands in the upper echelons of effective automatic dish powders and tablets.

Trusted by many as the source for unbiased product rankings and comparisons, the independent, nonprofit, Consumer Reports magazine has twice scored Ecover products in the top three for effective cleaning and the prevention of redeposit.

The May 2006 issue tied Ecover Automatic Dishwashing Tablets for second place with America's Choice, placing them amongst other mainstream brands such as Cascade and Electrasol. Now we can all put those claims to rest that cleaning with a conscience means giving up effectiveness.



May, 2006 Consumer Reports findings.



September, 2006 Consumer Reports findings.

And to further quell those doubts, the September 2006 issue of the same magazine ranked Ecover Automatic Dishwashing Powder number one in the performance order, placing it above Palmolive and the Costco brand, Kirkland Signature.

There are no more excuses for not taking those first steps! Make a positive choice for your family and you. Ecover Automatic Dishwashing products don't require you to compromise quality for ecology by creating a line of environmentally friendly products that rank with the mainstream.

For product, company and press information, contact Kipling Rutherford at 323 720 5730 or rutherford.kipling@ecover.com.