

For Immediate Release
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Contact: Michael Oshman
Green Restaurant Association
(858)452-7378

First Cleaning Chemical Endorsed by the Green Restaurant Association

Clean Your Restaurant with Tree Bark

After 16 years working to create an environmentally sustainable restaurant industry, the Green Restaurant Association just endorsed the first cleaning chemical to meet its high standards.

Restaurants expose their customers and staff to an array of toxic chemicals that are harmful to one's health and to the environment. Earth Alive's products are so safe that they do not need to be regulated and have MSDS sheets of 0 across the board.

This is a breakthrough in the restaurant industry. Now kitchens can be a safer and healthier place to prepare the food we all eat, while getting the job done of removing dirt and grease. Earth Alive's RapidAll will do what traditionally harmful and dangerous acidic chemicals can do such as heavy duty degreasing. It is exempt from all certifications such as OSHA, WHMIS, HAZMAT, etc. and is also NSF Class A1 certified (in Canada CFIA). It is made from a patented aqueous-based tree bark substance and is PH neutral.

It also uses cool tap water, not hot, to clean, which can save energy on heating water.

It's one thing to have a green cleaning chemical. It's another thing to have it work in such a tough application as restaurants, without placing staff in harms way.

Owner of the Fireplace Restaurant in Brookline, MA, Jim Solomon says,

'Let me say that with the introduction of (Earth Alive's) RapidAll, we are thrilled to finally have eliminated many toxic chemicals. That alone is quite an achievement, since RapidAll is only a 'single' cleaner. And, after years of trying many 'eco-friendly' possibilities, of poor quality, it is wonderful to have one that actually works!!!'

Director of the Green Restaurant Association, Michael Oshman says,

'The Green Restaurant Association is proud to endorse Earth Alive's cleaning chemicals listed on dinegreen.com. Earth Alive will be the only cleaning chemical (as of 1/9/07) to be showcased at the 2007 Green Restaurant Products Pavilion at the National Restaurant Show. In this day and age, there is no reason or need to clean a restaurant with toxic cleaning chemicals. Earth Alive has been tested

by Certified Green Restaurants with positive results.'

About The Green Restaurant Association (GRA), a national non-profit organization, provides services in research, consulting, education, marketing and community organizing. The GRA utilizes a collaborative strategy that involves restaurants, manufacturers, vendors, grassroots organizations, government, media, and restaurant customers. The GRA's model provides a convenient way for all sectors of the restaurant industry, which represents 10% of the U.S. economy, to become more environmentally sustainable. For more info, go to www.dinegreen.com

About Earth Alive

Earth Alive is a leading-edge developer of premium organic based microbial technology for diverse applications in commercial, industrial and institutional janitorial & sanitation, food production facilities, foodservice & hospitality, vehicle wash, agriculture, bioremediation, waste water and sewage treatment industries. Earth Alive is a privately held Canadian company, with offices in Canada and the United States.

For more information & public relations contact: Mr. Avy Cohen, (877) 489-8807 e-mail a.cohen@earthalive.ca or via web at www.earthalive.ca