



FOR IMMEDIATE RELEASE

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***GOING GREEN IN LITTLE ROCK JUST BECAME EASIER
ECOFAB STORE CELEBRATES FLAGSHIP RETAIL STORE GRAND
OPENING, THE PROMENADE AT CHENAL***

November 10, 2010 Little Rock, AR Going green has never been easier in Little Rock. EcoFab, Chic. Responsible. Fabulous, is a new retail store concept by the founders of Arkansas based CynerGreen. EcoFab's much anticipated opening is this week at The Promenade, Chenal, next to Bravo restaurant.

The debut of the flagship store, EcoFab revolutionizes the green shopping experience and is the first of its kind in the South. The 1300 square foot retail location complete with an "Organic Grounds" coffee bar, showcases information on how to live a greener lifestyle, and features a unique array of local and natural, eco-friendly products. The store is quickly becoming a one-stop-shop for all things green. Categories encompass many areas of non-toxic living, including sustainable and eco-conscious products for home, family, baby and kids, weddings, gifts, kitchen, personal care and even artisanal, organic candies. The store is easy to navigate, informative, and fun to shop, serving as a gateway to the best products, information and services for green living.

According to Green AMPlified, a national survey released by AMP Agency, "90% of American consumers believe that acting in an environmentally responsible way is important," and over half "factor a company's social and environmental activities into their purchasing decisions." Despite these trends toward going green, according to the same survey a full 63% are unwilling to go out of their way more than 10 minutes to act green. Danelle Hoffer, of EcoFab says "EcoFab bridges the gap between good intentions and taking action by making it easy, local and affordable. No more wondering what to do, what's available, or what's for real - now it's all right at your fingertips".

For EcoFab founder, Danelle Hoffer, taking the green consumer trend to the next level comes naturally. The President and CEO of CynerGreen and co-founder of CG Kidz, the company's non-profit organization, Hoffer knew that the timing was right to bring green mainstream. And what better place to put her first brick and mortar store but in the desirable Promenade at Chenal where traffic is good and the message of sustainability is welcome. In the dynamic sustainable products category, she found new, beautiful eco friendly products in many assortments. EcoFab is different," said Hoffer, "It starts from a passion and purpose for a more sustainable world. The products are all in one place, they are easy to find and always up to date, and the information to help customers make an informed buying decision is right there." Most people have good intentions for living green, but the information is often unreliable and scattered, and requires specific expertise to evaluate products. People simply can't find the information and products



that allow them to act. EcoFab changes all that, making it easy, fun and accessible for all ages.

EcoFab caters to convenience-driven green consumers looking for solid but chic products, and keeps it interesting with interactive events, specials and offers. April Beck, the EcoFab Store Manager shared, "We've just booked our very first fundraising private event where we'll be donating 10% of all sales that evening to a foundation. We're excited to offer these valuable, meaningful shopping experiences for all types of organizations that help further our message that sustainable living is easy, and about making good choices."

For example, customers will find products including The Soap Bar featuring local VALE Soaps. Handmade in Arkansas and 100% natural they will even create gift baskets or one of a kind soap loaves for custom gift giving. SUDZ parties feature private soap making classes.

Of the hundreds of healthy, green and sustainable products at EcoFab currently featured companies include:

- FEED Bags by the New York model and UN Ambassador, Lauren Bush
- Litter Free Lunch Reusable Snack Bags and Napkins, Mario Batali Bags and I'm Organic Lunch Sacks, offering tools for a waste-free lunch
- CynerGreen and CG Kidz, affordable stainless steel drinking bottles with straw caps and accessories to rid yourself of plastic water bottles
- EBOO and Sugarbooger, offering organic games, toys & tote bags & non BPA items for baby and toddlers
- Paddywax, a high end line of soy candles
- People Towels – asking everyone to switch from paper towels to reusable people towels
- Local, Organic Coffees including Rozark Roastery (you can stop by anytime this month for a free cup of coffee during the grand opening)
- One of a kind, handmade jewelry from Global Nomad
- Yummy Earth Organic Lollipops

The stylish, EcoFab Store provides visitors a warm and inviting, interactive shopping experience that includes the entire family. Storytelling from local environmental youth leaders on Saturday mornings at 10:30am is just one of the unique features that the store boasts.

"Through our research, we made the connection between purchases of more eco-friendly products and the positive ripple effect it has all the way back to the people who produce and grow these products," explains Hoffer. "Each product is reviewed based on three criteria, materials, manufacturing and its' story. We learned there are countless ways we could improve the planet, and many involved switching to eco-friendly alternatives." We've created a place that defines "green" with the highest standards, and makes it fun and easy to understand. The store is an engaging, beautiful place where people can find great products, made responsibly." The company has plans to franchise beginning January 2011.



About EcoFab Stores

EcoFab Store Little Rock is a specialty retail concept that inspires green living. Founded by Danelle Hoffer, President and CEO of CynerGreen, EcoFab has pioneered the “green” retail shopping experience by bringing green mainstream, providing engaging and useful information on living green and bringing it all under one roof with a fresh and inspired merchandise assortment. EcoFab makes it more convenient than ever for consumers to find, learn about and purchase the latest eco-friendly products. The store affords consumers instant access to all things green for home, personal use, garden, family, baby, weddings and gift giving. Learn more at www.ecofabstore.com For franchise information call Danelle Hoffer 501.605.0197.

For a calendar of events or to schedule a private fundraising event or shopping party, call April Beck, Store Manager at 501.605.0197, or email April@ecofabstore.com

www.ecofabstore.com

Facebook: EcoFab Stores and EcoFab Store Little Rock

Twitter: @ecofabstorelr

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**MEDIA DAY:
November 18, 2010
10:00am-2:00pm**

**RSVP:
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