

IMMEDIATE RELEASE – JANUARY 31, 2007

Morris Powder Int'l launches non-toxic, environmentally friendly, child-safe cleaner in North America

OTTAWA, Canada - January 31, 2007 – Take a good look at the cleaning aisle at your local store. Hundreds of products, each designed for a specific purpose, each promising to clean and brighten your world. Then take a closer look. Read the labels, do the research and you will be shocked to discover how toxic these “cleaning” products really are. Using them can cause people to be overcome by fumes, trigger allergic reactions and create noxious odors. Parents safely lock these products away yet use them in their homes, exposing their children to dangerous toxins and hazardous chemical residues. It is time to clean house. We must eliminate these cleaning products which contain dangerous solvents, acids and other corrosive chemicals.

Morris All Purpose Cleaning Powder is a revolutionary, non-toxic cleaning product designed for people seeking an environmentally friendly alternative. Morris Powder contains no chlorine, no ammonia, no caustic materials and has no added perfumes or fragrance. This amazing cleaning powder is so versatile and so powerful that it can literally replace up to 99% of the cleaning products you currently use. This phenomenal multi-purpose cleaner can be used for cutting grease, cleaning floors, woodwork, appliances, countertops, fabrics, mirrors, windows, carpets, upholstery, ceramic, stainless steel, jewelry, cars and boats. This amazingly efficient cleaner also works on hard to remove stains and odors caused by food or pets. It is also very effective for removing mold and mildew. One cleaning product...hundreds of uses.

Morris Powder began over ten years ago when owner and inventor James Morris grew tired of exposure to harsh chemicals which were contaminating his work environment. He left the high profile position of Executive Chef on the popular UK television program Emmerdale with the goal of creating a product that was not only effective for cleaning kitchens but which was safe around food, people and pets. After trial and error and much perseverance he was able to perfect his powder as a concentrated, non-toxic and biodegradable all-purpose cleaning product. Since it is a concentrated product it is more economical to use as a little goes a long way. As our slogan says...LESS is Morris! The powder comes in individual six gram sachets about the size of a teabag. Simply pour the powder into a spray bottle, add 750 ml of water, shake and it becomes a powerful dirt-busting, stain neutralizing cleaner and degreaser. There are no bulky containers which means less plastic to end up in our landfills. Even the material used in the sachets is biodegradable.

A strong commitment to social and environmental responsibility is an integral part of how we do business at Morris Powder International. Our web site (www.morrispowder.com) contains valuable information on the causes and effects of chemical toxicity and provides links to key organizations which share our vision of protecting children's environmental health. We must all play our part in protecting the fragile ecological balance of our world. Each small step we take can make a difference. By using this amazing, safe product each of us can stop being part of the problem and start being part of the solution.

For more information

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