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Dropps™ Proves Doing Laundry Can Be Fun: Eco-Friendly Laundry Dropps Makes Guest TV Appearance on NBC's "Lipstick Jungle"

*Using Convenient, Time-Saving and Energy Efficient Dropps
Leaves Room for Other Activities*

PHILADELPHIA - MARCH 3, 2008 - Dropps™ - the new, super-concentrated, eco-friendly liquid laundry detergent that comes in dissolving "toss-and-go" pacs—announced today that it has made a guest appearance on NBC's new drama, "Lipstick Jungle". With "green" being the new black, more celebrities are requesting green products on the sets of many popular shows. And despite not having any lines of dialogue, the little detergent managed to convey its most important message—for those seeking to "have it all", Dropps offers a unique blend of fun, convenience, eco-friendliness and effective cleaning with a conscience.

In the February 21st episode, Dropps appears in the laundry room scene where Brooke Shields' character, Wendy Healy—the consummate professional, who is struggling to balance all aspects of her life—appears with her supportive husband and stay-at-home father of two, Shane Healy. The couple meets in the laundry room for an impromptu romantic encounter.

"A big part of our mission is to make everyday chores like laundry more convenient and fun", said Jonathan Propper, creator of Dropps. "And since you don't have to lug those big plastic jugs all over the place, you'll have lots of energy for many other... activities"

The makers of Dropps continue to put a lot of thought into creating a truly "green" product, addressing not just what is in the package, but also the packaging itself. Dropps' new packaging—a convenient and lightweight stand-up pouch—is much more energy efficient than the traditional laundry jug. By offering a low impact alternative to traditional liquid laundry detergents, Dropps helps consumers minimize their personal footprint on the environment. Dropps is biodegradable and NPE- and phosphate-free, and is the only liquid laundry detergent that conserves water, plastic and energy.

Dropps™ can be purchased at select Target, Wal-Mart, and Whole Foods stores or online at Amazon.com or dropps.com. Dropps are sold in 20-load and trial packages in Fresh Scent and Scent + Dye Free varieties.

About Dropps™

For savvy laundry doers who seek convenience with a conscience, Dropps offers low-impact cleaning solutions that minimize our footprint on the environment. Unlike other premium liquid laundry detergents sold in plastic bottles, Laundry Dropps toss-and-go pacs conserve water, plastic and energy. For more information, please visit www.dropps.com.