



PRESS RELEASE

For Immediate Release

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### **simplyneutral® Awarded 2008 Women Entrepreneurs Grant**

Grant recognizes innovation, social consciousness, and sustainability in business

**BECKER, Minn. – Sept. 22, 2008** – simplyneutral, LLC., announced today that it was awarded the Eileen Fisher 2008 Women Entrepreneurs Grant for demonstrating innovation, social consciousness, and sustainability in business. The company is one of five women-owned businesses nationwide to receive the grant. Eileen Fisher will honor the winners in New York early next year.

simplyneutral develops natural, non-toxic cleaning products that are bottled in 100 percent postconsumer recycled packaging. The cleaners contain no petroleum-based or synthetic ingredients and are free of dyes, fragrances, and volatile organic compounds (VOCs) that cause indoor air pollution. As a result, the products are safe for people with allergies, asthma, and multiple chemical sensitivities.

“Looking back at my life, it was the support and inspiration of friends who kept me moving forward,” says grant founder, Eileen Fisher. “Financial support is crucial, but even more meaningful is the energy behind the money—when someone trusts your vision and truly believes in you.”

“The grant gives us more than a financial boost,” says Maggie Mohs, simplyneutral co-owner. “It confirms that we’re doing something right. Creating sustainable products takes more time and money, which goes against the typical business model. The grant reminds us that we’re on the right track.”

### **About simplyneutral**

simplyneutral was founded in 2007 by sisters-in-law Maggie and Sara Mohs and is located in Becker, Minnesota. The company’s products contain plant-based cleaning agents that are hypoallergenic and biodegrade rapidly, making them safer for people and the environment. The products are sold online and through retail stores. For more information, visit [www.simplyneutral.com](http://www.simplyneutral.com).

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