

**News Release  
For Immediate Release**

**The Ashkin Group, LLC Introduces New Website**

**More User-Friendly Site Includes Information on Value of Green Cleaning**

Chicago – May 11, 2008 – In its effort to illustrate how Green cleaning can be beneficial to a wide variety of industries, The Ashkin Group LLC has unveiled a new website that more fully empowers visitors with its incorporation of “quick and easy navigation buttons.”

The site, launched in April 2008, is a project spearheaded by Ashkin technology director Eric Hauck. It offers more information on how Green cleaning is of relevancy to assorted industries such as healthcare, cleaning, and education.

“It has a lot more functionality for users,” explains Hauck. “We wanted to present green cleaning in a much more easy to understand format.”

President of The Ashkin Group, LLC., Stephen Ashkin, has been in the cleaning industry since 1981 and a leader in the effort to green the cleaning and maintenance industry since 1990. He is a prolific writer, speaker, and advocate for safer and healthier cleaning methods.

The new site for The Ashkin Group also includes:

- Extended calendar listings of Stephen Ashkin’s events and speaking engagements in North America and overseas.
- Recently published articles by Ashkin and members of the Ashkin Group
- Books written by members of the Ashkin Group
- Recent e-Alerts discussing Green-related news items
- Newsletter links to “DestinationGreen,” the organizations monthly newsletter

The site also includes a handy FAQ (frequently asked questions) about Green cleaning. “We included the FAQ section because we wanted [the Web site] to be designed for those just now being introduced to Green cleaning as well as those who are pros,” says Ashkin. “This is our latest effort to be even more inclusive, more helpful, and more informative.”

The site is located at <http://www.ashkingroup.com/homenew.html>.

