

American entertainment leader joins Ecoya board

American eco-entrepreneur, wine-maker and entertainment industry veteran Rich Frank is to join the board of Ecoya, Australasian marketer of home fragrance and bath and body products.

Frank has a connection with the company through his association with 42 BELOW founder Geoff Ross, who together with Grant Baker and Stephen Sinclair has a majority stake in Ecoya. Frank was on the board of 42 BELOW.

Ross says Frank has impeccable Hollywood connections and a wide network of contacts in the entertainment industry as well as first class eco credentials.

“Rich is a former president of both Disney Studios and Paramount TV Group and his stewardship will be priceless in seeking a presence for the Ecoya brand in American Entertainment properties,” Ross says.

“He is going to be a great asset with our plans to launch Ecoya in the United States in 2010.”

Among his many commercial activities, Frank sits on the board of Napastyle, a chain of California stores retailing exclusive home goods and specialty foods with a focus on sustainable living. The company also produces television programmes with Michael Chiarello, the founder of the company, and distributes a catalogue in the home / food arena.

He is a board member of The Hyperfactory and consumer goods GREEN ‘eco-capitalist’ business TerraCycle. Frank and his family also own The Frank Family Vineyards in California’s Napa Valley. The winery produces its wines on an environmentally sustainable basis.

Rich Frank is based on the West Coast of the United States and is one of only eight people to win a life time Emmy award. He has overseen some of the globe’s favourite movies and television shows including *An Officer and Gentlemen*, *Dead Poets Society*, *Good Morning Vietnam* and *The Lion King*, *Home Improvement*, *Cheers* and *Golden Girls*.

He is currently executive producer of one on the US's biggest new TV shows called *Royal Pains*, on the USA network. He is also vice chairman of the American Film Institute (AFI) and remains active in the Television Academy

Former 42 BELOW owners Stephen Sinclair, Grant Baker and Geoff Ross own The Business Bakery which has a controlling interest in Ecoya purchased in early 2008. Ecoya has grown 10 fold since their involvement and the introduction of a growth strategy.

Ecoya was founded in Australia and produces home fragrance and body care products using only natural bases and the finest fragrance and essential oils.

Ecoya products are sold in quality department stores and smaller specialty shops in Australia and New Zealand. Export markets will be added next year. It also recently announced a joint venture with a Chinese company to open the first-ever Ecoya-dedicated store in the wealthy Gubei district of Shanghai.

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Contacts:

Geoff Ross, The Business Bakery, Tel: 021 424 219, email: geoff@g-ross.co.nz

Deborah Pead, Pead PR, Tel: 0-9-918 5550, Mob: 021-612 919, email:

deborah@peadpr.co.nz