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FOR IMMEDIATE RELEASE

COTTAGE & CASTLE®: NEW, EARTH-FRIENDLY HOUSEHOLD CLEANER

CAMBRIDGE, Maryland, November 2, 2011 – Under the Willow, LLC, announces Cottage & Castle®, a multi-purpose, earth-friendly household cleaner that delivers impressive cleaning power to every room of the house. Free of harsh chemicals and created with natural ingredients, Cottage & Castle is now available for purchase via the company website: www.underthewillowshop.com.

Cottage & Castle joins an established line of natural soap and laundry products created by Under the Willow. Under the Willow products have been featured in *Bedrooms & Baths* magazine, Martha Stewart's website, and selected Bed and Breakfast and retail locations.

Carrie Garvin, an expert in developing unique, earth-friendly products, and owner of Under the Willow, said the early success of Cottage & Castle has exceeded any product launch, including sales of her best-selling soap, Cambridge Rum.

"No one really likes to clean, do they?" Garvin asked. "The success of Cottage & Castle is word of mouth, mom-to-mom, friend-to-friend, co-worker to co-worker, saying 'You have to try Cottage & Castle!'"

Michael Lowry tested Cottage & Castle on the toughest stain in his kitchen – his coffeemaker. "I tried to clean the coffee stain with different products for months. None of them worked. Cottage & Castle did the trick in less than a minute! My first thought was 'How do I invest in Cottage & Castle?'"

"Cottage & Castle takes the drudgery out of cleaning because it works that well and that fast," declared Marlene Lee, a product tester. "I cleaned my home from top to bottom to get it ready to sell. I was amazed – and absolutely delighted – with the results of Cottage & Castle."

About Under the Willow: Creating handmade soap products since 2006, Under the Willow products are available for individual or wholesale purchase via the company website: www.underthewillowshop.com. For further information: Contact: Carrie Garvin, Owner, Under the Willow, LLC; E-mail: info@cottageandcastlecleaner.com or phone: (443) 225-6450. Cottage & Castle is a Registered Trademark of Under the Willow, LLC.

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