

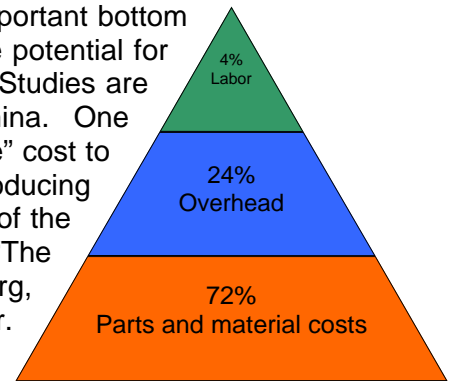


**FOR IMMEDIATE RELEASE
NOVEMBER 27, 2007**

**Production in China – Low Labor Costs Are Just The Tip Of The Iceberg.
One Local Company Is Urging The Return To “Made in the USA”.**

November 27, 2007 Irvine, CA – In the last six months, there has been a significant change in how consumers view products made in China. The many product recalls – Aqua Dots among the most recent – are forcing consumers to look closely at the origin of products to ensure the safety and health of their family. A second look by many companies who produce or are in the process of moving production offshore seems to be necessary as well.

Companies are romanced by the low labor costs and the ever-important bottom line. What many miss are the costs beneath the surface and the potential for poor quality or recall risk that may reverse bottom-line fortunes. Studies are being conducted to reveal the true cost of doing business in China. One study by Boothroyd Dewhurst, Inc. breaks down the average “true” cost to consider when weighing the advantages and disadvantages of producing in China. As the chart indicates labor is the smallest percentage of the total cost, but is most often than not, the only cost considered. “The hidden costs are the reasons for sinking profits”, says Jon Rodberg, Vice President of Sales and Marketing for Eden Outsource. Mr. Rodberg continues, “It’s the long lead times, poor quality control, increased inventory responsibility, shipping and logistics issues, port strikes and security delays that are the driving forces of many corporations seeing their projected profits turn into major losses.”



The cloud over Chinese goods does break to reveal blue sky. Many consumers are seeking products that say “Made in the USA”. Companies who have considered re-designs and use of different materials to lower costs as well as bringing production back to the United States are seeing sales double and even triple, as is the case for Food For Health International, as consumer confidence grows again in Made in the USA products. Eden Outsource is an advocate of keeping manufacturing and packaging “home-grown”. “A healthy manufacturing sector is essential to job growth, fosters innovation and raises productivity”, states Mr. Rodberg. “We need to assess the damage that is impacting not only our local job market, but look to the future and secure jobs for our children.”

Eden Outsource urges companies to keep production local. To communicate their effort, the company is issuing a series of newsletters weighing the pros and cons of producing in China. Kicking off the series is a web-based promotion in which participants receive a “Packaged in the USA” t-shirt. These shirts are 100% made and packaged in the USA.

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Eden Outsource has been serving the Orange County marketplace for 22 years and remains a true local source for packaging, assembly and distribution. To receive more information on the company, the promotion, or to receive newsletters, please contact Jon Rodberg at 949.455.0005 or visit www.edenoutsource.com.