

Laroke

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FOR IMMEDIATE RELEASE

LAROKE INDUSTRIES ANNOUNCES RELEASE OF NEW PRODUCT Product proves to be missing solution for parents

Las Vegas, NV, October 10, 2010 –

Parents and caregivers rejoice when their children are out of the diaper stage. Why? Because nobody likes dirty diapers. There are many products to help with the unpleasantness of the diaper and the diaper changing process, but what about potty accidents? Diapers can leak, potty training takes time, and even when a child is past the diaper stage, day-time potty accidents and night-time wetting still occur, sometimes for several years. There has not been an effective solution for cleaning furniture, car seats, stuffed toys, carpet and flooring from a child's potty accident... until now.

Laroke Industries today released DP (de-pee)[®] Stain & Odor Remover, a new product for parents and caregivers to clean up those unfortunate mishaps. DP (de-pee)[®] Stain & Odor Remover eliminates those unusually tough odors and stains caused by organic materials, including urine, diaper leakage, spit-up, food, diarrhea, and more. Laroke Industries is debuting as an exhibitor at the 2010 ABC Kids Expo in Las Vegas, NV and introducing DP (de-pee)[®] Stain & Odor Remover to retailers from across the nation.

The tagline for DP (de-pee)[®] Stain & Odor Remover, *"For potty accidents and other adventures!™,"* captures the unexpected nature of a parent's day and the Girl Scout-like preparedness parent's need. Based on product interest surveys, 84% of mothers and child caregivers indicated DP (de-pee)[®] Stain & Odor Remover is a product they would likely purchase. Based on product testing surveys, 98% of trial users were completely satisfied, stating DP (de-pee)[®] Stain & Odor Remover met or exceeded expectations. Results were so successful, trial users repeatedly contacted Laroke Industries to request additional DP (de-pee)[®] Stain & Odor Remover product samples.

Larry Castro and Brooke Castro are founders of Laroke Industries and developers of DP (de-pee)[®] Stain & Odor Remover. Larry Castro and Brooke Castro are husband and wife, and also the parents of two young children. When asked why they developed DP (de-pee)[®] Stain & Odor Remover, Brooke Castro stated, "As parents, we simply could not find a product to address a need we had – the need to clean up potty accidents. We realized there was a product missing that parents would want and we could provide that product if we set our minds to it." Larry Castro added, "It didn't happen overnight. We didn't have the solution right away, but we saw the need and worked hard creating DP (de-pee)[®] Stain & Odor Remover. The trial results and surveys have been extremely positive; they have surpassed our expectations. We are excited to finally introduce DP (de-pee)[®] Stain & Odor Remover."

The Proprietary Bio-Enzymatic Formula™ in DP (de-pee)[®] Stain & Odor Remover is able to remove odors and stains by using natural enzymes to decompose the organic material causing the odor and stain. And the feedback from trial users prove the effectiveness of DP (de-pee)[®] Stain & Odor Remover. But, in addition to product effectiveness, consumers in 2010 are evaluating products on two other criteria more than ever before: value and environmental impact. Laroke Industries is releasing a product meeting both criteria. For value, consumers have a product filling a need, performing as expected and priced reasonably. And because DP (de-pee)[®] Stain & Odor Remover uses natural enzymes, it is environmental friendly and biodegradable.

For additional information, contact Larry Castro at larry@dpclean.com.

Laroke Industries was established in 2010 by Larry Castro and Brooke Castro. Larry Castro is an entrepreneur with the credential of developing a company on *Inc. Magazine's* list of the 500 fastest growing companies in 2003. Brooke Castro is a successful engineer in the aerospace industry with sought after expertise in process improvement and knowledge management. DP (de-pee)[®] Stain & Odor Remover is the first product available from Laroke Industries.

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