

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

Departure of CFO – Rodney McKinley

Effective January 20, 2010, the Company accepted the resignation of Rodney H. McKinley from the position of CFO and Principal Financial Officer. The designated role of Principal Financial Officer was assumed by Steve Conboy who also serves as Principal Executive Officer, President and Director.

Mr. McKinley's resignation was not related to any disagreement on any matter relating to the Company's operations, policies or practices.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ECOBLU PRODUCTS, INC.

Date: January 24, 2011

By: /s/ Steve Conboy, President
Name: Steve Conboy, President
Title: President
Principal Executive Officer and Principal Financial Officer