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FOR IMMEDIATE RELEASE

Turf Experts Provide Solutions to Agronomic Challenges

Responding to the special issues faced by turf care professionals, Ewing's Kaiser and Keeton to deliver agronomic solutions.

April 22, 2009, Phoenix, Ariz.— In an effort to broaden the scope of support to Green Industry professionals in the turf and ornamental products arena, Ewing has enhanced its turf products sales team in California and Georgia. Larry Kaiser will provide agronomic support to the Northern California region and Andrew Keeton will serve turf and landscape professionals in select Southeastern states.

“The onset of summer presents an entirely different set of turf care concerns for Northern California landscape professionals than those they faced in the spring”, said Kaiser, turf products specialist for Ewing. “I intend to help contractors, sports field managers and golf course superintendents effectively manage their unique turf challenges.”

A 26-year turf industry veteran, Kaiser will provide expert consultation in the areas of fertilizer, seed, chemicals and erosion control products to turf, golf and landscape professionals in California's San Francisco Bay Area.

Kaiser began his career with the Plant Gro Corp. in 1982, specializing in irrigation, fertilizer, chemical and turf product sales for agricultural applications. Later he transitioned to the supply side of the turf business and worked for two large landscape distributors. In 2000, he migrated to Pacific Sod and spent eight years serving as outside sales representative before joining Ewing in 2008.

A licensed pest control operator, Kaiser is an active member of the Sports Turf Managers Association (STMA) and the Pesticide Applicators Professional Association (PAPA). Kaiser will operate out of Ewing's San Rafael branch located at 550 Irwin Street in California, and is available for inquiries at lkaiser@ewing1.com.

“My approach is to operate as a leading resource for turf and erosion control applications,” said Keeton, turf products specialist for Ewing. “My goal is to use my knowledge and experience to help find the best solution for my customers' needs.”

Keeton is focused on providing agronomic solutions to Georgia landscape professionals and offering assistance to customers in Tennessee, Alabama, South Carolina and Florida.

Prior to joining Ewing, Keeton spent six years mastering various facets of the distribution business with a large landscape supply company before transitioning to Alpharetta-based Advanced Nurseries to become vice



president of sales and operations. Keeton holds a bachelor of science degree in Crop and Soil Science from Michigan State University, as well as a master of science degree in Agronomy (and minor in Experimental Statistics) from Clemson University.

An active member of the Metro Atlanta Turf and Landscape Association (MALTA) and the Georgia Turfgrass Association (GTA), Keeton will operate out of Ewing's Suwanee branch located at 4167 Suwanee Dam Road in Georgia. He can be reached at akeeton@ewing1.com.

About Ewing

Ewing is your premier source for conservation solutions and a leading authority on the latest water management products, trends and best practices. Ewing provides water management solutions, commercial and residential irrigation supplies, landscape and agronomic products, hardscape, landscape lighting, erosion control and water features to professionals serving the landscaping, turf, golf and industrial plastics industries. Ewing offers more than 190 convenient locations from coast to coast. Visit Ewing online at www.ewing1.com.

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