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New Management for Ewing's Southern California and Las Vegas Territories

Pete Luna transitions to operations manager of Ewing's Southern California territory; Armando Luna fills brother's post as Las Vegas regional manager.

March 19, 2008, Phoenix, Ariz.—The last name Luna may strike a familiar chord with Southern Nevada landscape professionals. After all, Armando Luna has been serving as branch manager for Ewing Irrigation's Las Vegas location for the last eight years; his brother, Pete, has resided as Ewing's Las Vegas regional manager for the last seven years, and has served as president of the Nevada Landscape Association.

With a new post as Operations Manager for Ewing's Southern California territory, Pete Luna will leave for the coast, and hand off the baton as Las Vegas Regional Manager to his younger brother, continuing the Luna legacy in the Las Vegas market.

"With Pete being the older brother, he has always jokingly told me, 'Don't fumble!'" Armando said. "He has consistently provided me with positive advice. We have similar qualities like our work ethic and the way we carry ourselves. What works for him has always helped me carve out the way I do business."

With his "open-door" leadership style, Armando will inherit the management and responsibility of Ewing's three Las Vegas locations, which includes overseeing sales, operations and customer service.

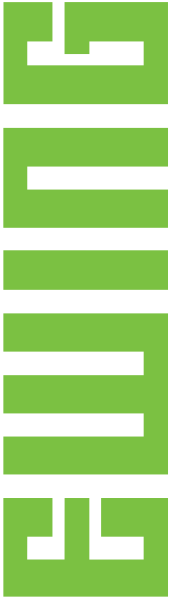
Ewing's Las Vegas territory is a solid contributor to the company's overall sales. Armando plans to implement strategic marketing and sales plans to continue the growth and sales presence Pete has spawned in the Southern Nevada region.

As Armando maintains Ewing's foothold in Las Vegas, Pete takes on a larger market with 25 branches, including a new Garden Grove location which is expected to open mid-summer 2008.

"In order to remain the most dependable and reliable distributor in Southern California, we need to identify the region's specific operational challenges and needs," said Pete, noting that this is an important step in staying true to Ewing's foundational principles: 'Treat your customer right,' and 'The best advertising you can have is a satisfied customer.'

To achieve his vision, he will collaborate with 31-year industry veteran Fred Larsen, Southern California General Manager for Ewing. They will work together to not only improve Ewing's market presence, but hire and retain the best staff to ensure customer satisfaction.

Pete's territory spans Southern California from Los Angeles County to Palm Springs, extending South to the U.S./Mexico border.



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