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## FOR IMMEDIATE RELEASE

### Ewing Appoints Friddle to Rescom Sales Team

**June 15, 2007, Phoenix, AZ**—Strengthening its sales force in Dallas/Fort Worth, Ewing has appointed Russell Friddle as Residential and Commercial Outside Sales Representative. Based out of Ewing’s Plano branch, Friddle will serve to educate customers about the latest product technologies, water-saving practices, and industry trends.

With over 20 years of experience in the Green Industry, Friddle has labored in most industry niches, including time spent as a branch manager at various irrigation distributorships, and as the owner and operator of his own irrigation contracting company. As he continues his career in the industry with Ewing, he is ready to offer Ewing’s all-inclusive package and service offering to his customers.

“Ewing has an all-encompassing ‘product’ to offer potential customers—from their breadth of product lines to their training seminars and educational materials,” Friddle said. “I am eager and proud to offer this ‘product’ to every irrigation and landscape professional in the Dallas/Fort Worth market.”

Though the National Weather Service meteorologists recently dropped the North Texas “drought” label, Friddle believes it is still crucial to conserve. In addition to promoting water conservation to customers, he plans to visit local water purveyors to educate them on new water-efficient irrigation products that will assist residents in saving water.

Friddle formerly served as Vice President of the Dallas Irrigation Association (DIA), and is an active member of the Texas Turf Irrigation Association (TTIA) and the Lonestar Irrigation Association (LIA).

Established in 1922, Ewing is proud to serve as your source for water management and conservation solutions. Ewing offers commercial and residential irrigation products, landscape and agronomic supplies, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf, and industrial industries. Ewing’s experts in irrigation efficiency are friendly, passionate, and prepared to serve customers with more than 170 convenient locations from coast to coast.

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