

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### ESPOMA CELEBRATES 80TH ANNIVERSARY

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#### Four Generations of Manufacturing Natural Gardening Solutions

MILLVILLE, NJ ---- The Espoma Company, leading manufacturer of natural gardening solutions, announces the celebration of the company's 80th anniversary. Four generations of family ownership and management have greatly expanded product lines, sales territories and manufacturing capabilities over the last eight decades.

The Espoma Company began production in 1929 with its first all purpose plant food called Espoma Organic. It was not until the 1940's that Espoma would create the Company's number one selling product and change the face of The Espoma Company forever. Today, Holly-tone is considered by professional and amateur gardeners to be the number one plant food for hollies, azaleas, camellia, rhododendron, and other acid-loving plants. In addition to this brand leader, Espoma now provides 41 products to feed plants and naturally eliminate pests, disease, and weeds. The Company's brands are well recognized and carried by major distributors and retailers nationwide. The once modest operation has expanded over a dozen times to become a modern, state-of-the-art manufacturing facility. And the founder's great grandson, Jeremy Brunner, has become the fourth generation of management to run the company.

"While many things have changed over the past 80 years, the core principle that has guided us has remained the same: Develop the highest quality natural products possible. As the leader in natural gardening solutions, we will continue to improve and innovate our products. While the industry continues to consolidate, and competitors come and go, we look forward to the next 80 years."