

NEWS RELEASE

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ESPOMA ANNOUNCES THE AVAILABILITY OF ORGANIC LAWN CARE PROGRAM

Turftone® and Espoma Organic® Organically Balanced Lawn Foods Recommended for Espoma's 4-Step Lawn Care Program

MILLVILLE, NJ ---- The Espoma Company, manufacturer of premium plant and lawn foods, announces the availability Turf-tone® and Espoma Organic® organically balanced lawn foods. Consisting of a complex blend of quality organic ingredients fortified with enriched minerals, both products are specifically formulated to provide safe, continuous feeding of lawns.

According to Espoma Vice President Serge Brunner by combining pure, natural ingredients in just the right balance with enriched minerals, the company has designed two of the safest, most effective lawn foods in the industry. Unlike chemical fertilizers which provide a meal comparable to a fast food diet, Turf-tone and Espoma Organic offer lawns a healthy, balanced meal. In addition to the standard nitrogen, phosphorus and potassium ingredients (N-P-K) found in all lawn and plant foods, Espoma lawn products provide a slow, steady feeding of iron and other trace nutrients essential for greener, healthier turf.

Rich in natural organics, both Espoma Organic and Turf-tone create a long-lasting reservoir of nutrients that feed plants safely and naturally. "The organics in both of these lawn foods break down slowly, relying on a combination of temperature, moisture and soil microbial activity to release their nutrients," said Brunner. "This safe, natural process means that neither product will burn the grass or leach out of the soil."

In addition, Turf-tone and Espoma Organic do more than feed the lawn, they also enrich the soil. "In fact, they actually improve the overall structure of the soil by adding humus and encouraging soil microbes -- a claim no other type of lawn food can make," remarked Brunner.

Each of these products used alone can build a healthy beautiful lawn. However, for best results, Brunner recommends following Espoma's 4-Step Lawn Care Program. "Turf-tone is the only 50% organic lawn food by weight available, and is therefore ideal for spring and fall feedings," remarked Brunner. "The inorganics begin greening up your lawn immediately,

while the organics release their nutrients slowly for the steady, long-term feeding turfgrasses need.”

Brunner added that Espoma Organic is best suited for early and late summer feedings because it provides lawns with a source of 100% organic nitrogen. “Espoma Organic’s slow-release nitrogen keeps lawns green up to three times longer than chemical fertilizers,” said Brunner. “And, it won’t burn your lawn even during summer months.”

Available in ready-to-use, granular formulas, Turf-tone and Espoma Organic are non-toxic and safe for use around children and pets. Both products come in 25 and 50 lb. bags, and can be found at fine lawn and garden retail locations.

Since the 1929 introduction of its first organically balanced lawn food, Espoma has led the industry with formulating complex blends of pure, natural ingredients to suit a whole range of different plants. Espoma offers 31 varieties of time-proven organic plant food products including Holly-tone®; Flower-tone™; Plant-tone®; Bulb-tone®; Garden-tone®; Tomato-tone®; Rose-tone®; Tree-tone® and Turf-tone®.

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