

FOR IMMEDIATE RELEASE

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Phoenix Environmental Care Expands Team
Company Hires Mike Layel as National Accounts Manager

Valdosta, Ga. – Friday, March 27, 2009 – Phoenix Environmental Care, a company that specializes in turf, ornamental and aquatic pesticides, welcomes Mike Layel as national accounts manager. Mike brings more than 25 years of sales, marketing and management experience in the turf industry to the Phoenix Environmental Care team.

In his position, Mike will work closely with national golf management companies to develop and implement sales and marketing programs. He will be responsible for identifying opportunities to grow Phoenix Environmental Care's business and customer base, and for building awareness of the company and its products.

"Mike has a strong background in business development and he brings a great deal of sales and marketing experience to the Phoenix Environmental Care team," said Owen Towne, president, Phoenix Environmental Care. "With his exceptional knowledge of the turf industry, management and customer needs and solutions, Mike is an ideal choice to help us continue our growth."

Mike earned a degree in horticulture from Sand Hills College in Pinehurst, N.C. He currently resides in Charlotte, N.C. In his spare time, he enjoys golfing and spending time with his wife cruising on their boat. He is also a licensed U.S. Coast Guard captain.

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For more information about Phoenix Environmental Care, please visit

www.phoenixenvcare.com.

About Phoenix Environmental Care

Phoenix Environmental Care specializes in turf, ornamental and aquatic pesticides. Marketing a variety of materials to meet the needs of customers through unique, high-quality formulations, the company's NexGen formulations offer improved versions of traditional products.

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