

FOR IMMEDIATE RELEASE

November 17, 2008

Contact: Patti Niewoehner at 229-245-8845 or Jared Bodnar at 480-775-8880

**Phoenix Environmental Care Launches New Web Site: [www.phoenixenvcare.com](http://www.phoenixenvcare.com)**

November 17, 2008– Phoenix Environmental Care announces the launch of its new Web site, [www.phoenixenvcare.com](http://www.phoenixenvcare.com). The new site has a fresh clean look, simple navigation and several new customer-friendly features, such as an expanded product information area, a complete section about their NexGen enhanced pesticide technology, and a distributor listing where customers can quickly find a Phoenix Environmental Care product supplier in their area.

“The site gives users the capability to easily find information on Phoenix Environmental Care and our quality post-patent products,” said Owen Towne, president, Phoenix Environmental Care. “We created our new Web site to be user-friendly and provide information that customers most often request from us.”

Along with increased functionality and easy navigation, the site includes a section dedicated to company news and industry events as well as a literature section that allows customers to conveniently order information about Phoenix Environmental Care and its products.

“Our new Web site will be a resource for customers,” said Towne. “When customers are looking for information on turf and aquatic pesticides, new technologies or about Phoenix Environmental Care, all they have to do is visit our Web site.”

To learn more or to visit the new site, please visit [www.phoenixenvcare.com](http://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.

#####