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Phoenix Environmental Care Announces Two Customer Reward Programs

PERKs Program Supports Industry Causes, PERKs Pak Helps Send Superintendents to 2010 GIS

Valdosta, Ga. – September 22, 2009 – Phoenix Environmental Care announces its 2009 PERKs (Phoenix Environmental Rewards Kustomers) incentive program, which enables superintendents to financially support golf industry organizations and education. In addition to PERKs, superintendents can qualify for \$2,500 worth of travel funds to attend the 2010 Golf Industry Show in San Diego by purchasing a special selection of Phoenix Environmental Care products called the PERKs Pak.

With PERKs, superintendents can earn up to 10 percent of their total purchase price on qualifying Phoenix Environmental Care product purchases. Earning rewards with PERKs starts with a minimum product purchase of \$7,500. Incentive amounts are converted into donations or sponsorships for customer-chosen, golf- or turf-related organizations, such as turfgrass associations, university turf programs, local superintendents' groups or associations such as RISE[®], GCSAA, Wee One Foundation and more.

“PERKs is different than other incentive programs because we let our customers designate the organizations they want to support,” said Owen Towne, president, Phoenix Environmental Care.

“This year, we’re helping superintendents even further by providing travel and accommodation funds to attend the 2010 Golf Industry Show through PERKs Pak. With superintendents experiencing shrinking budgets, we want to offer them the opportunity to receive support to attend this important industry event.”

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Superintendents that order and pay for one [PERKs Pak](#) by December 11, 2009 will receive a \$2,500 travel and accommodations allowance to attend the 2010 Golf Industry Show in San Diego. A PERKs Pak is a special mixed pallet of 11 of Phoenix Environmental Care's most popular plant protection products including Kestrel[®] MEX, GoldWing[®] and Firebird[®] Pro that work together to control pests and diseases in turf.

For more information about PERKs, please visit <http://www.phoenixenvcare.com/perks.html>.

For more information about the PERKs Pak, visit <http://www.phoenixenvcare.com/perkspak>.

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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