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**Phoenix Environmental Care Awards First iPod® Touch in “Touch This And Win!” Promotion**  
*James Symons of Delaware Finds First iPod Touch Image on the Company’s Web site*

**Thursday, January 29, 2009**—Phoenix Environmental Care has found its first winner in their “Touch This And Win!” promotion. James Symons, a golf course superintendent at an 18-hole golf course in Bridgeville, Delaware found the first iPod Touch image on Phoenix Environmental Care’s Web site and is the lucky winner of an iPod Touch.

Now that the first iPod Touch image has been discovered, Phoenix Environmental Care has moved the image to a new location on their Web site to keep the search going. This promotion will run through Tuesday, March 31, 2009.

“This is a very unique and fun promotion, I’ve never seen anything like it” said James. “As soon as I read about the contest I sat down and started searching Phoenix Environmental Care’s Web site. I got lucky and found the image about five minutes into my search. I even learned a lot about the company and their products while I was on the site.”

The “Touch This And Win!” promotion was developed to promote the launch of Phoenix Environmental Care’s new Web site. The company has hidden an iPod Touch image on one of their Web site pages and they are giving an iPod Touch away to the lucky winner who finds the image. To start the search, golf course superintendents, assistant golf course superintendents and aquatic applicators just need to visit [www.phoenixenvcare.com/touchthis](http://www.phoenixenvcare.com/touchthis), fill out the registration form and start searching.

When a visitor finds the iPod image, all they have to do is e-mail Phoenix Environmental Care at [touch@phoenixenvcare.com](mailto:touch@phoenixenvcare.com) with the location of the iPod image and the location code found next to the image. Someone from Phoenix Environmental Care will respond via email to arrange delivery of their new iPod.

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“We were looking for a unique way to introduce the new site to golf course superintendents and others in this industry, and the iPod Touch promotion seemed like a great way to do this,” said Owen Towne, president, Phoenix Environmental Care. “We’re really excited that James found the iPod Touch and we look forward to finding out who the next lucky winner will be.”

“I enjoyed searching through Phoenix Environmental Care’s Web site,” said Symons. “The site is easy to navigate through and has many interesting features. I really like how they separate herbicides, aquatics, insecticides and fungicides into their own sections—it makes it simple to find what you’re looking for.”

To learn more or to start your search for the iPod Touch, please visit

[www.phoenixenvcare.com/touchthis](http://www.phoenixenvcare.com/touchthis).

This promotion is only available to qualified and currently active golf course superintendents, assistant golf course superintendents and aquatic applicators and winners may be asked to provide proof of employment. This promotion is only open to legal residents of the 48 contiguous United States.

Apple® and iPod are registered trademarks of Apple Inc. Apple is not a participant in or a sponsor of this promotion.

### **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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