



FOR IMMEDIATE RELEASE

Contact: Patti Niewoehner at 229-245-8845 or Megan Reisig at 480-775-8880

Phoenix Environmental Care Promotes Mike Layel to Director of National Accounts
Layel to Work Closely with Golf Management Companies and Military Bases

VALDOSTA, Ga. – (August 17, 2010) – [Phoenix Environmental Care](#) today announces the promotion of Mike Layel to director of national accounts.

In his new role, Layel will work closely with regional and national golf management companies as well as military bases across the world to develop and implement sales programs. He will also be responsible for identifying opportunities to grow and expand Phoenix Environmental Care's business and customer base, developing relationships with potential customers and building awareness of the company and its products.

“Over the past several years, the golf industry has seen a growth of golf course management companies and we expect this trend to continue,” said Rick Grant, director of business development, Phoenix Environmental Care. “Mike’s exceptional knowledge of the turf industry, customer needs and solutions make him an ideal choice to capitalize on this trend, grow relationships with customers and prospects and oversee national accounts for Phoenix Environmental Care.”

Layel joined Phoenix Environmental Care in 2009 as national accounts manager. He has more than 25 years of sales, marketing and management experience in the turf industry.

Mike holds 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 Marine Captain.

For more information about Phoenix Environmental Care, please call 1-888-240-8856 or visit www.PhoenixEnvCare.com.

About Phoenix Environmental Care

Phoenix Environmental Care offers turf, ornamental and aquatic professionals improved formulations of the most popular and effective fungicides, herbicides and insecticides at cost-efficient prices. Phoenix Environmental Care is headquartered in Valdosta, Ga. For more information, please call 1-888-240-8856 or visit www.PhoenixEnvCare.com.

#####