

Phoenix Environmental Care

FOR IMMEDIATE RELEASE

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Phoenix Environmental Care Announces PERKs Early-order Program for 2011

VALDOSTA, Ga. – October 17, 2011 – Phoenix Environmental Care announces the return of its PERKs (Phoenix Environmental Rewards Kustomers) early-order incentive program for 2011 purchases. PERKs gives superintendents the flexibility of deciding how to spend their rewards, participants can make a donation, obtain distributor credit or refund, or purchase Apple products through a gift card offer.

Superintendents also have the option of qualifying for \$2,500 worth of travel and hotel funds to attend the 2012 Golf Industry Show (GIS) in Las Vegas by purchasing a special bundle of Phoenix Environmental Care products known as the exclusive PERKs Pak, and receiving additional PERKs points.

Once superintendents make the minimum qualifying purchase of 75 points, there is no limit to how many PERKs points and rewards can be earned. All products in the PERKs incentive program must be ordered prior to December 15, 2011 with delivery taken by April 16, 2012.

Examples of donations or sponsorships include golf- or turf-related organizations, turfgrass associations, university turf programs, local superintendent's associations or industry associations such as RISE®, GCSAA or Wee One Foundation. Rewards can also be redeemed for distributor credit or refunds, and for gift cards from the Apple Store.

Phoenix Environmental Care LLC specializes in turf, nursery and ornamental products. Always read and follow label directions.