

Press Release

For Immediate Release

Horticultural Product Company Awarded EPA Gulf Guardian Award

Florikan E.S.A. stands out as only awarded private company

April 11, 2006 – Sarasota, Florida – Florikan E.S.A. (Environmentally Sustainable Agriculture), a Sarasota, Florida-based company founded in 1982 that provides professional growers with quality horticultural products, was the only privately owned company to be awarded a Gulf Guardian Award through a program administered by the Environmental Protection Agency (EPA) Gulf of Mexico Program Partnership at an EPA hosted ceremony on March 28.

The award was presented to Ed Rosenthal, chief operating officer / president, and Betty Rosenthal, chief financial officer, of Florikan by Stephen Johnson, administrator of the Environmental Protection Agency (United States), and other EPA officials. The award, given to companies and organizations for environmentally-sustainable practices, acknowledged Florikan's production of controlled release fertilizer products which reduce impact on the environment.

Florikan accepted the prestigious award as a unique business authority on environmental protection, as the other award winners included government state researchers, counties, municipalities, utilities, and non-profit organizations.

"Florikan's commitment to the environment establishes the company as a leader in the Horticulture Industry by developing products that reduce nutrient inputs and run-off," said Jimmy Palmer, EPA regional administrator in Atlanta, GA. "The reduction of nutrient run-off to the Gulf of Mexico is a significant challenge. Together, the Southeastern Nursery Industry and Florikan are meeting this challenge through the use of Best Management Practices and environmentally-sound growing methods."

The award officially recognized the company's ongoing efforts to manufacture Staged Nutrient Release (SNR). This fertilizer product helps professional growers achieve plant and tree nutrient requirements for an entire annual growing season with a single application, which replaces multiple applications of conventional fertilizer. Thus, the reduction of fertilizer inputs minimizes the potential for excess nitrogen and phosphate run-off, and, ultimately, helps protect the environment.

Rosenthal commented that the nursery industry deserves recognition as well as Florikan. "It is the nursery growers who have embraced the use of Best Management Practices to reduce potential, harmful nutrient run-off. The award should be shared with the entire southeastern United States nursery industry due to the growers' exhibited willingness to improve stewardship of the environment."

The company introduced its Staged Nutrient Release (SNR) fertilizer to the wholesale Horticulture Industry in 2000 and has since been the recipient of several prestigious national awards. Each award has showcased Florikan's commitment to the industry and environment.

Said awards include the 2004 National Award for Most Innovative New Product of the United States as a “Symbol of Excellence” from the Society of Professional Engineers (NSPE); the 2004 Southern Nurserymen's Association (SNA) Award for Best New Allied Product for Staged Nutrient Release fertilizer; the 2004 American Nurserymen and Landscaping Association (ANLA) National Allied Associate of the Year Award.

Florikan's key fundamentals of dependability, reliability, sustainability, adaptability, and accountability are evident in the company's development of the award-winning Staged Nutrient Release product.

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- *Ed Rosenthal, ceo / president, and Betty Rosenthal, cfo, of Florikan E.S.A., awarded as the only privately owned company to receive the Gulf Guardian Award, a program administered by the Environmental Protection Agency, by Stephen Johnson, administrator of the Environmental Protection Agency (United States).*
- Learn more about Florikan at www.Florikan.com.