

For Immediate Release

Media Contact:

Sally Credille, 404-574-2900 or sallycredille@eberlypr.com

Don Eberly, 404-574-2900 or doneberly@eberlypr.com

Florikan E.S.A. Hires Regional Sales Manager for the Southeast and Promotes National Fertilizer Product Manager

July 31, 2006 – Sarasota, FL – Florikan E.S.A. (Environmentally Sustainable Agriculture), a Sarasota, Florida, based company founded in 1982 that provides professional growers with quality fertilizers and other horticultural products, has hired Lou Newman as regional sales manager for the Southeast and promoted Harman Gilbert to national fertilizer product manager.

In his new role, Newman will manage Florikan's increasing sales force and growth in eight southeastern states, excluding Florida, serve as product manager for container sales in the same region, and oversee operations of two warehouse facilities in Louisiana and Alabama. With an extensive background in sales and technical support, he comes to Florikan from Paul Ecke Ranch in Encinitas, California where he served as regional sales manager for 14 southeastern states. Newman is a graduate of Louisiana State University and lives in Mississippi.

Gilbert's promotion to the position of national fertilizer product manager follows his role as southeast technical fertilizer manager for the company. His new responsibilities include introducing Florikan's innovative fertilizer concepts and technologies outside of the Southeast. He will promote Nutricote controlled release fertilizer and Staged Nutrient Release fertilizer to growers in need of environmentally-sound feed programs. He is a graduate of the University of Florida.

The promotion is in keeping with Florikan's practice of promoting from within the company whenever possible. Florikan employs horticulture experts versed in crop nutrition management at four different locations, including Sarasota, FL, where fertilizer is manufactured, Apopka, FL, Semmes, AL, and Forest Hill, LA. The company also has a container facility in Sebring, FL.

Learn more about Florikan at www.Florikan.com.

###

Notes to the Editor:

- *Please see attached photos of Lou Newman and Harman Gilbert. Please contact Eberly Public Relations for high-resolution versions of these photos to be published with this news release.*
- *Additional information may be obtained by directly contacting Eberly Public Relations at 404-574-2900, sallycredille@eberlypr.com and doneberly@eberlypr.com.*
- *If you would, please call or email Eberly Public Relations to notify of the usage of this information; it would be greatly appreciated. Thank you!*