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**FOR IMMEDIATE RELEASE**

## **EcoSMART Introduces Next Generation Natural Botanical Pesticides**

### **Announcing EcoPCO “X” Products.**

Franklin, TN, August, 2005--EcoSMART Technologies is pleased to introduce a new line of botanical pesticides in its EcoPCO product line. These proprietary products represent the next generation of botanical pesticides by providing residual performance comparable to traditional pesticides without the fragrance commonly associated with botanicals.

Named the EcoPCO “X” product line, these pesticides use exciting new technology developed by EcoSMART that involves the use of pyrethrum or piperonyl butoxide (PBO) with plant essential oils.

Harlan Feese, Technical Director of EcoSMART’s Commercial Division, explains why the EcoPCO “X” products are so revolutionary. “Traditional pyrethrum-based products require the use of PBO as a synergist to achieve knockdown and kill, and have only been used as a contact insecticide. However, EcoPCO “X” products use plant essential oils to synergize either pyrethrum or piperonyl butoxide (PBO) that not only provides quick knockdown and kill, but also keeps on controlling a broad spectrum of pests for residual protection equal to most traditional pesticides. Additionally, unlike most botanical products, the EcoPCO “X” products are unscented.”

The new line of EcoPCO “X” products includes a residual aerosol (EcoPCO AR•X: 17 oz. can), a wasp/hornet aerosol (EcoPCO JET•X: 14 oz. can), a dust (EcoPCO D•X: 10 oz. bottle and 5 lb. pail) and a wettable powder (EcoPCO WP•X: 1 lb container). These formulations have flexible labels for both interior and exterior applications, are non-staining and can be used with conventional equipment.

EcoSMART is also introducing a new contact emulsifiable concentrate to its EcoPCO product line, EcoPCO EC. Packaged in a one gallon container, EcoPCO EC is an extremely versatile product that can be used indoors or outdoors, may be tank mixed with residual products and IGR’s and may be applied as a wet spray while food plants are in operation. EcoPCO EC provides quick knockdown and control against a broad spectrum of pests, and is unscented.

#### **About EcoSMART Technologies**

EcoSMART Technologies is the leading manufacturer of reduced-risk and minimum-risk pesticides and currently serves the U.S. professional and commercial markets. The main office and laboratories are located in Nashville, Tennessee. For more information, you can contact EcoSMART Technologies at 1-877-667-0006. Or visit the website at [www.ecopco.com](http://www.ecopco.com).

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