

# PRESS RELEASE

*For Immediate Release*

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## Natural Industries Partners With SipcamAdvan for Select Major Markets

May 20, 2009 (Houston, TX)- Houston-based Natural Industries announces today a new partnership with SipcamAdvan to distribute the Actinovate Biological Fungicide in select crops and turfgrass in the United States.

With the new partnership, Natural Industries grants SipcamAdvan exclusive distribution rights for Actinovate in the potato, sugarbeet, soybean, peanut, alfalfa, clover, corn, small grain, oilseeds and turfgrass markets.

“Acquiring exclusive rights to Actinovate in key sectors moves us towards our goal of expanding SipcamAdvan’s offering of profitable differentiated solutions to top distributors,” said SipcamAdvan Vice President of Marketing Adam Burnhams. “This exciting product – which boosts overall plant growth and vitality – has the flexibility to be used in both conventional and organic production. When used as a preventative, researchers have seen Actinovate work as well or better than most chemical fungicides.”

Natural Industries’ president, Matt Kowalski, sees a bright future in the partnership. “We look forward to introducing Actinovate through SipcamAdvan to these crop groups. SipcamAdvan is unique in that they understand chemicals as well as biologicals and how the two can work together to provide the greatest benefit to the grower. I have great confidence in their team and their vision.”

### About SipcamAdvan

SipcamAdvan is owned by the Sipcam-Oxon Group, an Italian company recognized worldwide for its formulation and manufacturing expertise. SipcamAdvan uses a distribution-focused marketing strategy to provide traditional chemical and biorational products to the agriculture, turf and ornamental, home and garden, and pest management markets in the U.S. and Mexico. The company is headquartered in Durham, North Carolina.

### Natural Industries

Actinovate is manufactured by Natural Industries, Inc. of Houston, Texas. Since 1992, Natural Industries has specialized in developing beneficial microorganisms for use in the commercial horticulture, agriculture, lawn & garden and turf industries. Natural Industries’ flagship product, Actinovate AG, is a biological fungicide that controls root and foliar diseases for all crops. It contains the active ingredient *Streptomyces lydicus* strain WYEC 108, a patented disease-fighting microorganism that grows and lives symbiotically on the roots and foliage of the plant host.

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