



For more information, contact:

Steve Hanson
GRIP IDEAS
(480) 488-0969
steve@gripideas.com

FOR IMMEDIATE RELEASE

**Econem™ Biological Nematicide From Pasteuria Bioscience
To Be Exclusively Distributed by Harrell's LLC**
*Targeted state registrations allow sale of Econem™
for sting nematode control in turf grass throughout Southeast*

January 6, 2010 – ALACHUA, Fla. – Pasteuria Bioscience (<http://www.pasteuriabio.com>) and Harrell's LLC have completed an agreement where Harrell's will act as exclusive distributor for Econem™ Biological Nematicide. Econem is the first EPA registered product based on *Pasteuria* spp. and provides sting nematode control in turf grass. Econem is available from Harrell's and will be marketed to the golf course, sports turf and landscape management industries in Florida and select Southeastern states.

"Harrell's is excited to enter into this agreement with Pasteuria Bioscience," said Jack Harrell, Jr., chairman and chief executive officer of Harrell's. "Econem provides an effective, safe and sustainable product for sting nematode control. It's a product that meets our customers' needs and fits well with our current business."

Sting nematodes represent a major threat for golf courses throughout Florida and the Southeast. In August, Econem received EPA registration for control of sting nematodes in turf. Since that time, targeted state registrations in the southeastern US have been applied for and received.

Extensive field trials conducted with Econem over the last three years have shown it to significantly reduce root damage caused by sting nematodes. Econem improves turf density and stimulates new root development on golf courses and sports fields.

"Having Harrell's as a partner in selling Econem is ideal based on their solid reputation and geographic coverage," said Dave Duncan, chief executive officer for Pasteuria Bioscience. "Econem offers new breakthrough technology for control of sting nematodes and Harrell's will provide critical support needed to successfully market Econem to the customers."

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For more information about Econem including a listing of state registrations contact Pasteuria Bioscience or your Harrell's representative. For sales or booking information, please contact your Harrell's representative or by calling Harrell's directly at 1-800-282-8007.

About Harrell's

Harrell's is a leading producer of quality custom blended fertilizers and a distributor of chemicals and grass seed for the golf course, sports turf, landscape management, and horticulture industries. Established in Lakeland, Florida in 1941, Harrell's production of fertilizer exceeds 75,000 tons annually. Harrell's products are shipped all around the eastern United States, across the Caribbean, Central and South America, the Middle East and along the Pacific Rim.

Harrell's is a privately owned corporation headquartered in Lakeland, Florida with production facilities in Alabama and Florida. Harrell's LLC. currently has distribution centers in Norway, SC, Danbury, CT, York, PA, Butler, PA, and Auburn, MA. Additionally, Harrell's has expanded into the Midwest and can now serve customers in Ohio, Michigan, Kentucky and Indiana.

For more information, visit Harrell's web site at <http://www.harrells.com>.

About Pasteuria Bioscience

Pasteuria Bioscience, Inc. was founded in 2003 in the University of Florida's Sid Martin Biotechnology Incubator. The company was developed to commercialize its revolutionary technology for production of nematode control products based on *Pasteuria* technology.

Pasteuria Bioscience is developing products based on *Pasteuria* spp. to treat major nematode pests in most agricultural crops. Econem is its first product providing sting nematode control for the golf and sports turf markets. Pasteuria Bioscience continues to build its pipeline of products and its intellectual property portfolio through a vigorous development program.

For more information, visit the Pasteuria Bioscience web site at <http://www.pasteuriabio.com>.

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