



FOR IMMEDIATE RELEASE

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Organic Control's Plant Pro-Tec Deer & Rabbit Repellent Recognized by Two Major Industry Groups

LOS ANGELES (June 2010) — Plant Pro-Tec Deer & Rabbit Repellent has been awarded a pair of home-and-garden industry accolades this spring: The product, from Organic Control, Inc./ORCON, received the *Hardware Retailing* Retailers' Choice Award as one of the most innovative items displayed at the 2010 National Hardware Show, and earned a 94-percent approval rating after being tested by members of the National Home Gardening Club of America.



The 100-percent organic Plant Pro-Tec Deer & Rabbit Repellent formula uses highly concentrated garlic oil to keep four-legged pests from damaging gardens, and a patented, long-lasting and easy-to-use delivery system that sets it apart from less effective spray-on repellents.

Other repellents begin to break down when they come in contact with the air, and they require reapplication every two or three weeks or more often if it rains. Unlike less effective options, Plant Pro-Tec's unique biodegradable, patented delivery system releases the active ingredients slowly over time, keeping the odor strong and effective for between six to eight months, even if it rains.

The active ingredient is contained in a biodegradable plastic container that lets the repelling vapors out, and also keeps air from getting in, which prevents oxidation. Once Plant Pro-Tec is activated, the clips last for months without any further attention. You simply break the seal to activate the unit, then clip the container directly to the plant, attach it to a nearby fence, or lay it on the ground. Plant Pro-Tec is available for between \$20 - \$24 for 25 repellent clips at home and garden retailers, or at www.OrganicControl.com.

Each year, the *Hardware Retailing* Retailers' Choice panel of home improvement retailers selects 30 to 40 products out of the thousands on display at the National Hardware Show to receive the Retailer's Choice award. The panelists select recipients based on criteria including uniqueness of product, designs, packaging and merchandising, as well as strong sales potential.

The National Home Gardening Club Seal is awarded to products tested and recommended by the members of the National Home Gardening Club. Plant Pro-Tec Deer & Rabbit Repellent received a 94-percent approval rating, and an overall member rating of 8.4, with 10 being the highest rating possible. "Since using the repellent clips, I haven't seen deer or rabbits in the garden or seen any footprints around the garden," wrote one National Home Gardening Club of America tester, Helen Turner, of Jonesboro, Ark. "I'll be ordering more for next season."

Plant Pro-Tec also offers a Dog & Cat Repellent, which utilizes the same concentrated garlic oil as the Deer & Rabbit Repellent, but adds ingredients including citronella, lemon grass and cinnamon, all of which are especially irritating to pets' sensitive noses. The Plant Pro-Tec Gopher & Mole Repellent utilizes the same slow-release system as the other repellents, but is inserted directly into the rodents' tunnel, which makes it unusable for a full year.

ABOUT ORGANIC CONTROL, INC./ORCON

Organic Control Inc., or Orcon, began offering a complete line of beneficial insects to home gardeners in 1976. Because every garden pest has a natural enemy, Orcon wanted to provide alternatives people need to control pests without having to use things that are not good for us, our kids or the earth. Over the years, Orcon expanded its product line to provide additional natural solutions, including soil amendments to provide the important nutrients that plants need, natural animal repellents to help homeowners repel four-legged pests, and Mason Bees to help improve blooms and increase the yield on fruits, nuts and vegetables. Orcon works with Mother Nature, not against her. For more information, visit www.OrganicControl.com.