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FOR IMMEDIATE RELEASE

Ewing Expands Residential and Commercial Sales Team in Georgia

June 28, 2007, Phoenix, AZ—Ewing Irrigation, Golf & Industrial appoints Dan Davis to its residential and commercial sales team in Georgia. A 13-year green industry veteran, Davis is eager to educate customers on how to grow their business by expanding their scope of service offerings to include highly profitable ancillary services, such as landscape lighting.

Davis' green industry career began at age 15 when he started building and maintaining high-end landscape sites in Woodstock, Georgia. Wanting to 'test drive' a new industry, he took a sabbatical from the green industry and worked for a plumbing wholesaler in Georgia. Working there reassured him of his passion for landscaping, but also elevated his interest in wholesale distribution—making Ewing an obvious choice when he decided to return to the green industry.

"In this business, building relationships with customers is crucial," Davis said. "Regardless of the size or scope of a sale, the word-of-mouth support from a satisfied customer is ultimately what's important. If you provide great service, they will always come back for more."

As a lighting specialist and member of the Association of Outdoor Lighting Professionals (AOLP), Davis is eager to be a part of the growing landscape lighting market in Georgia, and believes end-users are starting to focus on the high-end lighting materials. "My goal is to teach contractors how to educate their clients about the benefits of using quality lighting products, versus run-of-the-mill products," Davis added. "This will help their business boom."

In the future, Davis looks forward to teaming up with vendors to offer instructional seminars in lighting and irrigation. Davis operates out of Ewing's Alpharetta, Georgia location located at 4080 Nine McFarland Drive.

Established in 1922, Ewing is proud to serve as a leading source for water management and conservation solutions. Ewing offers commercial and residential irrigation products, landscape and agronomic supplies, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf, and industrial industries. Ewing's experts are friendly, passionate, and prepared to serve customers with more than 170 convenient locations from coast to coast.

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