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## FOR IMMEDIATE RELEASE

### **Ewing Appoints Larsen Southern California General Manager**

*Frederick R. Larsen will guide Ewing's sales, marketing, and operational strategy in Southern California.*

**December 18, 2007, Phoenix, Ariz.**—Frederick R. Larsen will serve as General Manager of Ewing's Southern California territory. As General Manager, Larsen will guide sales, marketing, and operational strategy in the Southern California market.

Larsen will work in tandem with 15-year Ewing veteran Pete Luna, Southern California Operations Manager, to streamline operations, improve Ewing's market presence, aid in brand development, and increase customer satisfaction.

"I have always respected the York family, and the way that they have built the Ewing brand on a national level," said Larsen. "I am excited to be part of the Ewing Team."

Larsen began his Green Industry career assisting his father, Knute Larsen, with his contracting business in the Chicago area. Prior to joining Ewing, Larsen served as Vice President for Hydroscape, a Southern California landscape and irrigation distributor. Throughout his 31-year tenure, Larsen's scope of responsibilities at Hydroscape included product selection, evaluation, and purchasing strategy, as well as marketing and operations.

"Fred is an invaluable resource," stated Douglas W. York, President of Ewing. "The diversity of his distribution experience, combined with his longstanding presence in the Southern California market, will enable him to have an instant, positive impact on our objectives."

Operating out of Ewing's El Cajon facility located at 1923 John Towers Avenue, Larsen's territory spans Southern California from Los Angeles County to Palm Springs, extending South to the U.S./Mexico border.

Larsen is an active, longstanding member of the California Landscape Contractors Association (CLCA), and a University of Colorado graduate.

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