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FOR IMMEDIATE RELEASE

Ewing Appoints New Residential and Commercial Sales Representative

Michael Roberts will Provide Landscape Lighting and Irrigation Support to Professionals in Alabama

September 4, 2007, Phoenix, Ariz.—As the green industry continues to grow in Alabama, Michael Roberts joins Ewing’s Residential and Commercial sales team, and will focus his efforts on increasing lighting and irrigation sales in Central and Northern Alabama.

An Alabama native, Roberts has spent the last 20 years servicing and selling landscape, irrigation, and lighting products throughout the state.

Prior to working for Ewing, Roberts served as a landscape contractor for a landscape installation company; a lighting specialist for a local Christmas lighting business; and an outside sales representative for various landscape and irrigation distributors.

“With years of customer interaction and service, I have learned that the key to having the sales advantage over competitors is to offer superior customer service, competitive pricing, and to provide opportunities for customers to enhance their product knowledge,” Roberts said.

Knowing that education can positively impact a customer’s business, Roberts plans to offer locally-run educational seminars on landscape lighting and irrigation, while supporting Ewing’s national tour of Irrigation Educational Workshops, which will come to Montgomery, Ala. on January 15-16, 2007.

Roberts will operate out of Ewing’s Birmingham, Ala. branch located at 5480 Vann Place.

To better serve customers in Alabama, Ewing plans to open a new branch in Huntsville at the beginning of next year.

Ewing is your premier source for conservation solutions, and a leading authority on the latest water management products, trends, and best practices. Ewing provides water management solutions, commercial and residential irrigation supplies, landscape and agronomic products, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf, and industrial industries. Ewing offers more than 170 convenient locations from coast to coast. Visit Ewing online at www.ewing1.com.