



News Release

For Immediate Release
March 5, 2010

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Naturall to Unveil 4 New Lawn and Garden Products at National Hardware Show

LAS VEGAS – Naturall,™ an eco-friendly brand of cleaners and lawn-and-garden products from Advanced Biological Marketing (ABM), will introduce its newest line of garden plant food at the National Hardware Show in Las Vegas May 4-6 at the Las Vegas Convention Center, booth 5012.

Naturall™ representatives will present four all-natural varieties of garden plant foods, created with innovative biological technology that emphasizes the product's ease of use:

- Garden (all-purpose vegetable) Plant Food
- Legume or Pea & Bean Plant Food
- Flower Plant Food
- Sweet Corn/Popcorn Plant Food

“Naturall™ products produce bigger and better flower blooms, fruits and vegetables,” said Brian Zeurcher, President, ABM Performance Solutions, L.L.C. “We’re eager to provide safe, highly effective and environmentally conscious garden plant food for consumer and industrial use.”

Naturall™ Garden Plant Food combines several proprietary biologicals to enhance root growth and stalk size, which naturally aids the plant in more efficiently processing soil nutrients. The product's packaging and granular formula can be applied neatly to soil or in furrow.

These four products reflect Naturall's rapid expansion into the lawn-and-garden industry. In addition to the Naturall™ booth (No. 5012), these varieties will also be featured at the New Product World booth.

About Naturall

Naturall™ by ABM is a garden plant food product line designed with the environment in mind. Naturall Garden Plant Food produces bigger and better flower blooms, fruits and vegetables using proprietary technology to create flourishing gardens.

About ABM

Advanced Biological Marketing (ABM) provides solutions for commercial agriculture, businesses and consumers by identifying, developing, manufacturing and marketing biological products globally for crop production, institutional sanitation and environmental waste management. ABM emphasizes education, innovative research and strong marketing expertise in these emerging markets.

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