



NEWS RELEASE

FOR IMMEDIATE RELEASE

Profile Golf™ Introduces ProPlus® Aqua-pHix™

New formula represents safe, effective way to manage bicarbonates in soils

BUFFALO GROVE, Ill. (February 8, 2008) - Profile Golf™ has introduced ProPlus® Aqua-pHix™, a proprietary blend of chelated, buffered acid with a pH < 1.0 which is designed to effectively manage hard water and highly alkaline soil. Research proves that Aqua-pHix is safe for people, equipment and turf, and it is more effective and more economical than any other spray acidifier available.

Aqua-pHix quickly modifies soil pH and reduces unwanted bicarbonate, making soil more chemically conducive to plant growth. It helps make critical nutrients including nitrogen, phosphorous, potassium, calcium, iron, zinc and others more readily available in the soil solution for plant uptake and conversion. In addition, Aqua-pHix facilitates more complete nutrient utilization to minimize leaching or runoff into rivers or lakes, while loosening soils to promote greater water infiltration and support robust root development.

Profile Golf offers Aqua-pHix in three formulations for a wide variety of application methods, including granular, spray or fertigation. Granular formula is the only granular acidifier available for cost-effective and area specific spreader application. It has also been shown to provide long-lasting benefits when incorporated into soil through a standard aeration practice or DryJect® service. The Spray formulation is designed to be safe for use with all commonly used spray equipment. A Fertigation formula compatible with all fertigation systems is also available, making it easy to manage the bicarbonate levels in soils with a consistent and easily-measured application program.

"Aqua-pHix represents a distinct new alternative for managing bicarbonates in soils," said Sam Stimmel, director of Profile Golf. "Not

only does it deliver outstanding performance and cost in use, it is available in different formulas to meet any preferred means of application."

Unlike commonly used sulfuric acid, chelated, buffered acid has been proven in independent testing to be non-destructive to skin and non-corrosive to spray and irrigation equipment, including copper, brass and aluminum. (A minimum dilution rate of 50:1 should be used when in contact with zinc.) Third-party phytotoxicity testing proves that Aqua-pHix, applied at a 25:1 dilution rate, will not burn turf.

Aqua-pHix is one of several ProPlus agronomic formulas. For nearly 15 years, the ProPlus line has been the best selling, most widely used products to accelerate and enhance the growth and health of vegetation in the erosion control industry. In golf just as in erosion control, the quick establishment of lush, healthy turf is critical to the success of a project, and ProPlus formulations give superintendents new agronomic tools that can help them maintain their course at peak condition.

Profile Golf is the first and only program of its kind that helps golf course architects, builders and superintendents realize greater synergy in finding soil solutions for both maintenance and construction. Profile's specialists help customers obtain soil analysis, interpret results and recommend the best use of Profile products to help establish and more easily maintain fine turf.

To learn more, go to www.profileproducts.com or call to speak with a Profile Golf specialist at (800) 207-6457.

About PROFILE Products LLC

Based in Buffalo Grove, Ill., PROFILE Products LLC produces a comprehensive line of products for soil modification, erosion control and plant establishment. Profile's industry-leading products and knowledge resources are housed in four primary businesses. Profile Golf™ products and resources help golf course architects, builders and superintendents find the most effective solutions for both maintenance and construction. Profile's DryJect® aeration service consists of a network of DryJect franchises that deliver high pressure water aeration while topdressing and amending the soil in one pass. The Turface Athletics™ line of products and services maximize sports field safety and performance. Profile Erosion Control Solutions (PECS™) encompasses a wide range of products to prevent erosion and establish vegetation for the golf course, transportation, landfill and commercial and residential markets. For more information about Profile Products, call (800) 207-6457 or visit www.profileproducts.com.

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