



FOR IMMEDIATE RELEASE

Agriculture Technology Company Wins the Southern Growth Venture Prize *Bio Soil Enhancers awarded \$10,000 worth of marketing from branding studio*

OXFORD, Miss. (January 25, 2010)— Southern Growth Studio of Oxford, Mississippi, announced today that a company looking to help pave the way for a sustainable world food supply is the winner of its annual Venture Prize. Bio Soil Enhancers of Hattiesburg garnered \$10,000 worth of marketing services from Southern Growth Studio to help develop its business and take its revolutionary agricultural technology to a world market, where it has the potential to alleviate food shortages.

Southern Growth Studio, a Mid South leader in brand marketing and product innovation, developed the Venture Prize to help entrepreneurs in the area grow their businesses.

“We are very excited about partnering with this young company to help them reach their potential and beyond,” said Michael Graber, managing partner of Southern Growth Studio. “Bio Soil Enhancers is pioneering technology that can lead to truly sustainable agriculture, and this has major positive implications for the world food supply and the preservation of the environment. We look forward to taking them there.”

Bio Soil Enhancers was founded in 2007 by President Lou Elwell, Director of Sales and Marketing Wayne Wade, Chief Operating Officer Joe Ashley and scientist Dr. Krish Reddy. Their predecessor company was originally formed 20 years ago to cultivate microbes for waste bio-remediation, primarily restaurant grease traps. Their work led to research of possible applications of microbes to farming, and they developed an environmentally safe and organic product that is able to increase crop yields while reducing chemical fertilizers, water and pesticides.

“We truly believe our hopes and dreams are realistic,” Elwell said. “The product sounds too good to be true -six foot tall cotton, or about a 40 percent increase in corn yields while



cutting fertilizer usage in half. But it has worked everywhere and on every crop we have tried.”

Featured in the August issue of Popular Science magazine in an article titled “Eight Solutions for a Hungry World,” the developers of Bio Soil Enhancers have developed several products using this new technology that stimulate the growth of beneficial microbes in the soil, improving its health and reducing or eliminating the need for chemicals, including a liquid soil supplement for crops and wildlife food plots.

According to Wayne Wade, Southern Growth Studio will help Bio Soil Enhancers products reach a wider market area. “Our goal is to get as many farmers as possible to try the product. When they see the results, the other farmers in their community will also try the product,” Wade said.

ABOUT SOUTHERN GROWTH STUDIO

Southern Growth Studio was founded in 2007 by Graber and Jocelyn Atkinson with a mission to expand the Mid South’s economy by helping its businesses take new leaps and redefine the marketplace. In addition to providing traditional marketing services to large and small businesses and organizations, the Studio offers public relations, new product innovation, event planning, branding and other custom services. The Southern Growth Studio has offices in Oxford, Memphis and Little Rock.

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Contact:

Joey Barker

901.522.9875

joey@southerngrowthstudio.com