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BusinessWire



Super Absorbent Company Doubles Manufacturing Capability, Accommodates Rising Sales

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In response to increased domestic and international sales demand for its eco-friendly soil inputs, Super Absorbent Company (www.superabsorbent.com) today announced that it has acquired a new manufacturing facility located in Smelterville, Idaho, doubling its current manufacturing capacity. Operating since July 1st, the facility's prime function is the production of Super-Hydro-Grow (TM) and Super Hydro-Grow Organic, biodegradable, environmentally friendly corn starch-based superabsorbents for agricultural and horticultural markets.

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"Compelling demonstration site results and industry receptivity to our product line have fueled sales both in the United States and Mexico," acknowledges Phillip Berlin, CEO of Super Absorbent Company (SAC), manufacturer and marketer of soil input products that increase crop yield and increase grower profits. "Current demand and projected production needs were the impetus for purchasing the Idaho facility, and we are finalizing plans to double manufacturing capability again with another manufacturing facility in the Southwest."

Trading Center

SAC is seeking qualified conventional and organic growers of 5,000 acres or more of high-yield row crops in California, Arizona, Nevada, Texas, New Mexico and Mexico to host demonstration sites for its Super-Hydro-Grow(TM) products. To inquire about participating, call Richard Jarvis at 949-454-9333 or e-mail him at rjarvis@superabsorbent.com.

"Our no-risk demonstration program for qualified growers dramatically validates the benefits of our starch-based superabsorbents," concludes Berlin. "Growers should realize the economic and environmental advantages of our products: enhanced soil fertility, increased crop yield, significant water conservation, reduced fertilizer usage and reduced labor cost."

About Super Absorbent Company

Super Absorbent Company (SAC), with more than 20 years of production experience, is the nation's oldest and leading manufacturer of biodegradable, non-toxic and environmentally safe starch-based superabsorbents. Its proprietary microbial blend, soil input product is marketed as MagnaVerno(TM), which, in addition to water savings, provides growers with greater germination and crop yields while reducing the use of fertilizers and other chemicals that are both costly and end up in our water tables. SAC serves domestic and worldwide agricultural and horticultural markets as the gold standard in farm management. SAC is developing new patents to allow for expansion into other market niches that include consumer products and healthcare, with a focus upon proprietary ventures that introduce imaginative, safe, and effective new solutions for the global marketplace. Contact biz@superabsorbent.com for business development inquiries; ir@superabsorbent.com for investor relations; or call 877.443.8800.

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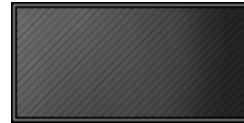
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