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# PR Newswire - Press Release Super Absorbent Company Announces MagnaFlora

06.12.07, 9:00 AM ET



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Super Absorbent Company announces a new product for the flower and horticultural industry IRVINE, Calif., June 12 /PRNewswire/ -- In announcing the company's product line expansion, CEO Phil Berlin stated: "Continuing our commitment to biodegradable and environmentally friendly soil inputs, Super Absorbent Company has developed MagnaFlora(TM), a soil improvement product designed to be added to potting mixes and growing media."

MagnaFlora is a blend of Super Hydro Grow corn starch polymer, a proprietary plant nutrient system, and selected beneficial microbes. MagnaFlora allows potting mixes and other growing media to retain more water and to develop healthier more marketable plants faster. This is particularly important for flower growers as it allows them to use greenhouse and other growing operations more efficiently. Better facility utilization is an important factor in profitability. Commercial Growers that

have tried MagnaFlora are enthusiastic about its potential in their operations.

MagnaFlora's benefits continue even after the plant leaves the greenhouse. It makes plants more durable and allows for missed irrigations during the sales cycle at retail. Unfortunately, it is difficult for most retailers to ensure that plants are properly irrigated while sitting

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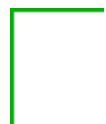
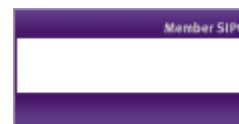
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on the sales floor, MagnaFlora's water holding ability will give them some badly needed water stress management.

Once a MagnaFlora treated plant makes it to the consumer's home, the benefits continue because the plant is healthier and more productive. It gives every customer the opportunity to have a "green thumb."

Super Absorbent Company is excited about this expansion into the Flower and Horticultural Industries. We think it is an important new market for our products. We intend to aggressively expand our efforts in marketing to these Industries."

Super Absorbent Company has more than 20 years experience in the production of corn starch polymers, it is the oldest and leading manufacturer of biodegradable, nontoxic, and environmentally safe starch based super absorbents. Contact biz@superabsorbent.com for business development inquiries; ir@superabsorbent.com for investor relations; or call 877.443.8800.

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biz@superabsorbent.com This release was issued through eReleases (TM). For more information, visit <http://www.ereleases.com>.

**SOURCE** Super Absorbent Company -0- 06/12/2007 /**CONTACT:** Ken Bennett of Super Absorbent Company, +1-877-443-8800, biz@superabsorbent.com/ **CO:** Super Absorbent Company **ST:** California **IN:** AGR CHM ENV REA HOU SU: PDT DS -- NETU065 -- 2498 06/12/2007 08:58 EDT <http://www.prnewswire.com>

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