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Press Release

Source: Super Absorbent Company

## Super Absorbent Company Announces MicroVita

Thursday June 14, 8:15 am ET

**Super Absorbent Company announces MicroVita, a liquid plant nutrient system that can be used for soil applications in irrigation systems and/or applied as a spray to foliage**

IRVINE, Calif., June 14 /PRNewswire/ -- Super Absorbent Company's CEO Phil Berlin stated, "We originally developed MicroVita(TM) as a plant nutrient system to be used in conjunction with our other products: MagnaVerno, MagnaTerra, and MagnaFlora. It provides a 'booster' effect to the Magna line of biodegradable and environmentally friendly soil inputs. MicroVita contains much of our proprietary plant nutrient system. It does not contain the beneficial microbial inoculants, but it does provide the opportunity to apply more of the nutrient system with a very flexible and convenient liquid application method."



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MicroVita can also be used as a standalone product. The ingredients of the system will provide a great stimulus to germination and root growth if used early in the growing period. If used later in the growth cycle, the bio-mass of the plant can be increased significantly. When MicroVita is applied as a foliar spray at bud set, bloom is usually significantly increased.

The organic acids and plant extracts contained in MicroVita are also a

significant aid in cleaning drip systems and removing calcium deposits from irrigation equipment.

Mr. Berlin continued, "We think this new combination approach using our Magna Line of products with MicroVita will give growers significant benefits to their growing operations with a minimum of additional labor or steps in their production process. We are very enthusiastic about the obvious benefits of MicroVita. This new product

is another example of our commitment to the development of new products that benefit environmentally sound agriculture."

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](mailto:biz@superabsorbent.com) for business development inquiries; [ir@superabsorbent.com](mailto:ir@superabsorbent.com) for investor relations; or call 877.443.8800.

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