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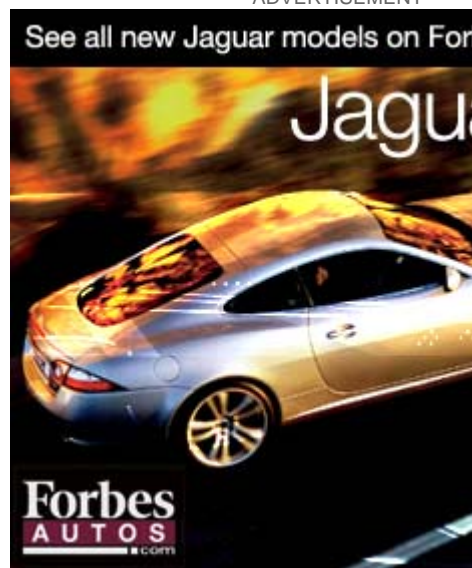
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**Super Absorbent Company  
Announces MagnaTerra**

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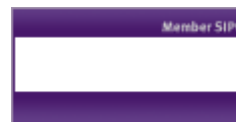
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Super Absorbent Company announces a new product for the transplant segment of the fruit and vegetable industry. IRVINE, Calif., June 19 /PRNewswire/ -- Super Absorbent Company's President Mark Sinkinson stated: "We have developed MagnaTerra(TM) for fruit and vegetable transplants so they can have the benefit of our biodegradable and environmentally friendly soil inputs while growing in a greenhouse. Before we developed MagnaTerra transplants did not receive the benefits of our growing system until they were actually transplanted in the field. By using MagnaTerra growers get the same advantages in starting from seed as do growers using our MagnaVerno product in direct seeding operations."

MagnaTerra is a blend of Super Hydro Grow corn starch polymer, a proprietary plant nutrient system, and selected beneficial microbes. MagnaTerra allows seedling tray mixes and other growing media to retain more water and to develop healthier plants faster. This is particularly important for greenhouse

transplant growers as it allows them to use their greenhouse and other growing operations more efficiently. Better facility utilization is an important factor in their profitability. Greenhouse Transplant Growers that have tried MagnaTerra are enthusiastic about its potentials in their operations.

MagnaTerra's benefits continue even after the plant leaves the

greenhouse. It makes plants more durable and allows for missed irrigations during movement from the greenhouse to the field. It is difficult for transplant companies to ensure that plants are properly irrigated while in transit and sitting in the field, MagnaTerra's water holding ability gives them some badly needed water stress management.

Once a MagnaTerra treated plant is transplanted into the field, it begins its work in earnest. Faster root growth leads to significant increase in plant size and increases its yield potential. Because most transplant plugs are intentionally small, Super Absorbent Company was unable to get as much of the proprietary nutrient system into MagnaTerra, so another product MicroVita (Super Absorbent Company's new plant nutrient product) is designed to be used as a part of the growing system. MicroVita is a liquid product that will be applied through the irrigation system once the transplant is planted in the field.

Mr. Sinkinson said, "We think this new combination approach using MagnaTerra and MicroVita will allow transplant fruit and vegetable growers significant benefits to their growing operations with a minimum of additional labor or steps in their production process."

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

**SOURCE** Super Absorbent Company -0- 06/19/2007 /CONTACT: Ken Bennett of Super Absorbent Company, +1-877-443-8800, [biz@superabsorbent.com](mailto:biz@superabsorbent.com)/ CO: Super Absorbent Company ST: California IN: AGR CHM REA ENV SU: PDT DS -- NETU073 -- 0423 06/19/2007 08:40 EDT <http://www.prnewswire.com>

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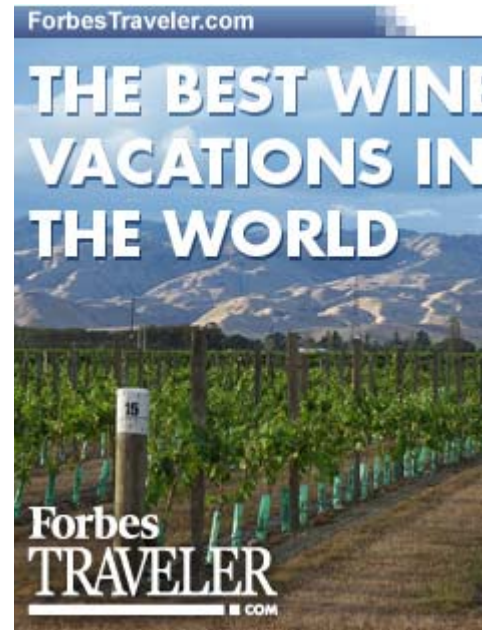
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