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NEWS

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Precision Laboratories Creates “More Value” and “Less Risk” for Customers

WAUKEGAN, IL (June 2, 2009) – Growers and retailers have faced a tough economic climate and a volatile commodity market over the past year. As uncertainty, nervousness and caution loom over the industry, Precision Laboratories has a clear objective this growing season: create more value, lower risk and increase return on investment for their customers.

“We understand that the emotional mood of the industry has a strong impact on decisions made at all levels of a company,” says Jim Reiss, vice president of Agriculture at Precision Laboratories. “Our message of *‘MORE VALUE’* and *‘LESS RISK’* resonates well in the industry and our customers associate these traits with Precision Laboratories.”

“Every product in our portfolio has proven data that shows the added value and lowered risk we offer,” says Reiss. “Our current piggy bank advertisement campaign focuses on how Precision products put money in the bank for growers and retailers and give them an advantage over the competition.”

With growers and retailers changing the timing of their purchasing window, Precision Laboratories is delivering reassurance and results.

“*‘MORE VALUE’* and *‘LESS RISK’* don’t just apply when the economy is struggling,” says Richard Wohlner, president of Precision Laboratories. “They have always been key benefits to our product line. Retailers and growers need assurance that their dollar is being maximized and Precision Laboratories delivers the results needed to achieve this.”

For more information to see how Precision Laboratories delivers “*More Value*” and “*Less Risk*” please visit www.precisionlab.com/lessrisk or call 800-323-6280.

About Precision Laboratories

Precision Laboratories is a leading provider of specialized chemistries applied to plants, seeds, soil and water to maximize resource and biological performance potential while stewarding the environment. For more information on the company’s products and its value-added dealers, call 800-323-6280 or visit www.precisionlab.com.