

## NEWS RELEASE

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### **Earth Box: A gardening revolution**

SCRANTON, PA -- The best thing for your garden since dirt?

The EarthBox -- a revolutionary new container gardening system -- is such a drastic improvement over any previous product that it can not only make that claim, it can prove it, and it has, time and time again.

EarthBox, the patented system manufactured in Scranton, Pa., but in use around the world, allows you to simply add sunlight and watch magic -- and incredibly large and healthy plants -- bloom before your very eyes.

Living proof that good things come in small packages this maintenance-free, gradient-gardening system more than doubles the yield of a conventional garden -- with half the fertilizer, 40 percent of the water and virtually no effort. It's also portable, reusable, UV protected and recyclable.

It is also extremely earth-friendly and with its reduced need for water and fertilizer may be an invaluable front-line weapon in the ongoing struggle against global warming and climate change.

All this in a container that is only 29 inches long, 13.5 inches wide and 11 inches in height!

EarthBox may have been Scranton's best-kept secret in the past, but those days are over, says Frank DiPaolo, EarthBox general manager.

"We have sold over one million EarthBox gardening systems directly to consumers," DiPaolo says, "as word of mouth has spread about just how easy and productive our system is."

EarthBox (website: [www.earthbox.com](http://www.earthbox.com)), now available at garden centers across the United States, has been profiled in Southern Living and American Gardener magazines and has been inundated with testimonials from happy gardeners.

A Novato, California, gardener said that "You just stand there and actually watch the plants grow. I'm not kidding," while a Scranton man boasted proudly that "My brother has 14 tomato plants. With my EarthBox I out produce him with just three." And an Ellenton, Florida, enthusiast simply states: "We had so many tomatoes, we stopped counting at 100."

So exactly what is the EarthBox and why does it work so well?

According to Blake Whisenant, EarthBox inventor, its success lies in its "unique approach to gardening.

"The fertilizer remains on top of the soil and the water comes from the bottom," he says. "While this may seem unusual, our scientific research proves that The EarthBox system provides the best possible growing environment for plants, and yet it's so simple to use.

"Over the past 80 years, my family has grown literally tons of vegetables on our family farm. Our produce is shipped across the nation and around the world. We've made many scientific breakthroughs in growing technology during that time, but none compare to the breakthrough I've made with the EarthBox: higher yields, minimum maintenance, and gardening that is simple and friendly to our environment."

According to EarthBox experts, its system provides unlimited nutritional stability to create the perfect growing environment. Acting on the laws of nature, EarthBox facilitates the movement of nutrients from areas of high concentration to areas of low concentration.

This patented gradient technology enables the roots to absorb optimal amounts of nutrients at any given time. Likewise, the EarthBox is designed to enable the plants to consume only what they need to stay healthy -- while conserving water and preventing over-watering, under-watering and fertilizer dilution.

Which leads to a winning bottom line for everyone, says DiPaolo: "Our maintenance-free, award-winning high-tech growing system uses less fertilizer and less water by controlling soil conditions. You will use less fertilizer and less water for outstanding results year after year."

Even more important, the EarthBox is the perfect growing system for a world confronted with the ever-increasing realization of how damaging global warming may be.

"The EarthBox's plastic cover drastically reduces the water evaporation rate and returns condensed water vapor to the potting mix," DiPaolo says. "As the plants draw water from the reservoir, they consume only what they need to stay healthy. Plants cannot be over-watered or under-watered if the reservoir is kept full. The plastic cover also prevents fertilizer from being diluted or washed away by rain."

Anything as revolutionary as EarthBox need not be confined to the backyard patio or apartment terrace. Indeed, EarthBox is changing ways things are done around the world, from the classroom to the Third World.

Educators at a growing number of schools use the EarthBox to teach valuable lessons in the classroom and as an extended learning aid. Students who grow vegetables in the easy-to-maintain EarthBox garden participate in an intimate relationship with nature that

ignites their interest in the natural world. This interest facilitates learning in the classroom, where science teachers use the EarthBox and its accompanying curriculum to teach lessons that excite students and engage them in hands-on activities.

Additionally, the EarthBox is a vital component of the Growing Connection program, sponsored by the American Horticultural Society and the United Nations Food and Agriculture Organization.

Schoolchildren in the U.S. and Ghana, Mexico and Nicaragua grow plants from seeds in EarthBoxes. Linked by the Internet, the students compare results and interact with scientists. They learn important lessons about the sources of their food and how to improve their nutrition.

"Youth in alternative educational settings use the EarthBox to grow crops for selling in farmers' markets or processing into salsa and sauces," adds DiPaolo. "Working with our curriculum in the classroom, these students learn how to plant, nurture, harvest and sell food, as well as develop critical thinking skills through experimentation. These students return to their neighborhoods as positive role models, offering a viable option to gang activities."

EarthBoxes are also in use in family and senior centers. Activity directors in senior centers find that easy-to-use EarthBoxes give seniors a greater sense of purpose. Through school and club programs, young people often join senior citizens in the process of getting back to nature and improving their eating habits.

The EarthBox is also having a real-world effect. Tobago's Secretary of Agriculture & Marine affairs & the Environment has ordered EarthBoxes as an integral part of that government's effort to start producing more and better produce within the nation's borders.

EarthBox works. Its proud producers are so sure of it that they offer a one-year satisfaction guarantee. A customer can use the EarthBox for an entire season and if it doesn't perform as advertised, they will promptly receive a full refund.

EarthBox, 1300 Meylert Avenue, Scranton, Pa. 18509, may be reached by calling 1-888-917-3908. Additional information can also be found on its website at [www.earthbox.com](http://www.earthbox.com).