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Marrone Organic Innovations Launches GreenMatch™EX *Novel Burndown Herbicide for Organic Crops*



DAVIS, California, Feb 27, 2008. Marrone Organic Innovations (MOI) of Davis, CA announces the introduction of its new burndown herbicide, GreenMatch™EX for the control of weeds on certified organic cropland.

Greenmatch™EX is based on lemongrass oil, a highly herbicidal essential oil. All components in the patented, concentrated formula are organic, food grade ingredients, and the product is exempt from registration by the US Environmental Protection Agency. The weed killer meets the requirements of the National Organic Program rule for use in organic production.

“Weed control is the number one unmet need in organic production” explains Julie Versman, Marketing VP for Marrone Organics. “GreenMatch™EX is an effective, non-selective product, controlling a wide variety of post-emergent grasses and broadleaf weeds.”

“Organic growers will now have an effective alternative to the archaic, costly and sometimes unsafe methods of weed control currently used, such as hand-hoeing, flaming or mowing”, states Pam Marrone, CEO and Founder of Marrone Organic Innovations. “GreenMatch™EX will also be a tremendous help to conventional farmers wishing to transition to organic practices.”

“GreenMatch™EX provides an effective solution to the growing number of municipalities that have banned the use of chemical pesticides”, states David Warman, newly appointed US Sales Manager for Marrone Organic Innovations. “Schools, parks and an ever increasing number of homeowners are creating a demand for the effective natural solutions that MOI is bringing to market.”

The product is sold in 5 gallon pails. Monterey AgResources is MOI’s marketing partner for GreenMatch™EX in the Western US and can be reached at 559-499-2100 or www.MontereyAgResources.com . For other areas, contact David Warman at 336-202-3433 or dwarman@marroneorganics.com .

Marrone Organic Innovations discovers, develops and markets effective and environmentally responsible products that fill unmet needs for weed, plant disease and pest management. Through a combination of in-licensed technology and its own R&D, MOI develops products that target markets needing better and safer solutions. MOI has an impressive pipeline of new products from its own inventions and those licensed exclusively from others.
www.marroneorganicinnovations.com) ####

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