



FOR IMMEDIATE RELEASE

**Four Distributors Add *Spread it & Forget it* Products DRIVEN BY DURATION CR[®] to
Bring Labor Savings to Customers
*Controlled-release Fertilizer for Landscape and Lawn Care Professionals Feeds Turf All
Season Long with Just One Application***

LOVELAND, Colo. (June 17, 2010) – Agrium Advanced Technologies announces that four new distributors carry its *Spread it & Forget it* controlled-release fertilizer products. [*Spread it & Forget it*](#) is now available at Horizon Distributors™, Howard Fertilizer, ProAp™ and Target Specialty Products™, in addition to Agrium Advanced Technologies Distribution outlets, where *Spread it & Forget it* is available in more than 20 locations.

“We are seeking top distributors in the lawn and landscape industry to carry *Spread it & Forget it*,” said Andrew Mittag, president, Agrium Advanced Technologies. “Offering *Spread it & Forget it* through these distributors gives more turf professionals easier access to the *Spread it & Forget it* line of products. Their customers can now spread fertilizer once, instead of multiple times, so they save time and money and can do more with less.”

Spread it & Forget it products are [DRIVEN BY DURATION CR[®]](#) controlled-release fertilizer technology to ensure steady nutrient release. The advanced-generation polymer coatings gradually release nutrients as plants need them, which protect the environment against nitrogen loss and enable up to 40 percent less total nitrogen to be applied per year. A single, long-lasting application of *Spread it & Forget it* is also more environmentally friendly. By releasing nutrients steadily over time, *Spread it & Forget it* minimizes potential nutrient losses to the environment, atmosphere and groundwater.

Each *Spread it & Forget it* blend is formulated with 90 percent or more of its nitrogen from DURATION CR[®] and up to 10 percent from a quickly available nitrogen source for immediate greening. *Spread it & Forget it* products are available with and without pre-emergent herbicides for crabgrass control for added convenience and efficiency.

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Distributors Support *Spread it & Forget it*

- “*Spread it & Forget it* is a truly innovative product,” said Mary Martinez, maintenance channel manager, Horizon Distributors. “At Horizon Distributors, our goal is to maximize value for our customers, and we realize that one of the largest costs for landscape professionals is labor. Offering *Spread it & Forget it* is a perfect solution to combat increasing labor costs. It allows landscape professionals to spread fertilizer once and have green, healthy turf for an entire season.”
- “Target Specialty Products offers *Spread It & Forget It* fertilizers to our customers because of the many advantages the line offers,” said Nancy Voorhees, landscape business manager, Target Specialty Products. “One of the most important advantages is the cost savings on labor, usually the largest expense for landscapers, as well as the reduction of leaching and runoff.”
- “The addition of *Spread it & Forget it* at ProAp will allow us to continue to grow our single-application, extended-release turf fertilizer line,” said Tim Kehoe, division manager, Frick Services Pro Ap Products division. “Offering *Spread it & Forget it* assures that turf professionals receive a properly blended, DURATION CR-based fertilizer that will perform as a once-a-year feeding. *Spread it & Forget it* fertilizers are great for turf professionals that are interested in labor cost reductions along with those that want a more environmentally friendly fertilizer.”

“We’ve seen great success introducing *Spread it & Forget it* at Agrium Advanced Technologies’ distribution centers and we’re excited to see other distributors sign on to offer it to their customers,” explained Mittag. “Because of the tremendous labor savings that *Spread it & Forget it* offers customers, it’s natural that other distributors would want to carry this product.”

To locate a *Spread it & Forget it* distributor, please visit http://www.spreaditandforgetit.com/find_distributor.html. For more information about *Spread it & Forget it*, please visit <http://www.spreaditandforgetit.com> or call 888.757.0072.

About Agrium Advanced Technologies

Agrium Advanced Technologies is a strategic business unit of Agrium Inc., a major retail supplier of agricultural products and services in both North and South America and a leading global producer and

marketer of agricultural nutrients and industrial products. Agrium Advanced Technologies is the leading manufacturer and marketer of slow- and controlled-release fertilizers and micronutrients in the Agriculture, professional Turf and Ornamental, consumer lawn and garden, and specialty agriculture markets. Agrium Advanced Technologies' brands include: ESN[®], POLYON[®], XCU[®], NITROFORM[®], NUTRALENE[®] and DURATION CR[®] slow- and controlled-release fertilizers, ULTRA YIELD[®] Micronutrients, AMP[™] and PRECISE[®] controlled-release plant protection. These products utilize proprietary advanced generation technologies to control nutrient release for improved plant growth and environmental performance.

FOR FURTHER INFORMATION:

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