



FOR IMMEDIATE RELEASE

Spread it & Forget it Offers Turf Professionals an NPK Solution for their Landscapes

Debut of Spread it & Forget it 14-14-14 lets landscapers, golf courses and other turf professionals feed their trees, shrubs and landscape beds all season long — with just one application

LOVELAND, Colo. (October 27, 2011) – Agrium Advanced Technologies today announced the addition of *Spread it & Forget it*[™] 14-14-14 Season-Long Landscape Fertilizer, specifically designed for professional landscapers, golf courses, municipalities and other turf professionals, to its portfolio of industry-leading slow- and controlled-release fertilizers.

Spread it & Forget it 14-14-14 is designed to offer turf professionals, including lawn care operators, golf course superintendents, municipalities and HOAs, the ability to round out their turf-oriented operations by effectively feeding their trees, shrubs and flower beds all season long with just one fertilizer application. Additionally, the launch of *Spread it & Forget it* 14-14-14 builds on the product's tremendous success in both the lawn care and golf sectors, and its impending release in the municipal market.

"Plants thrive on balanced nutrition, so each and every granule of *Spread it & Forget it* 14-14-14 has the same amount of nitrogen, phosphorus and potassium so your trees, shrubs and landscape plants always get even, consistent feeding all season long," said Andrew Mittag, President, Agrium Advanced Technologies. "Our state-of-the-art polymer coating is derived from naturally-occurring plant oils, and the nutrients it protects are released over time through changes in soil temperature, when your plants need nutrition the most."

With *Spread it & Forget it* 14-14-14, trees, shrubs and flower beds get exactly the right nutrition at exactly the right time with just one fertilizer application, giving turf professionals both strong, healthy landscape plants and more time to focus on other areas of their operations.

"Turf professionals, from LCOs to golf course to municipalities, are under increasing pressure to produce the strongest, healthiest plants while having their manpower and budgets squeezed tighter and tighter," said Mittag. "*Spread it & Forget it* is a trusted fertilizer name in the landscape, golf and municipal markets - just like with your turf, *Spread it & Forget it* offers your landscape plants predictable feeding every time with fewer applications, saving both time and money."

Spread it & Forget it 14-14-14 is manufactured at Agrium Advanced Technologies' Sylacauga, Ala. facility and is available from distributors nationwide. For more information about *Spread it & Forget it* 14-14-14, or to find the distributor nearest you, please visit www.SpreaditandForgetit.com.

About Agrium Advanced Technologies

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[®], DURATION CR[®] and Spread it & Forget it[™] slow- and controlled-release fertilizers, ULTRA YIELD[®] Micronutrients, AMP[™] and PRECISE[®] controlled-release plant protection.

Agrium Advanced Technologies is a strategic business unit of Agrium Inc. For more information or to contact us, please visit www.agriumat.com.

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FOR FURTHER INFORMATION:

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